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JANUARY 1949



# S howmanship

PROGRAMMING FOR

BROADCASTERS • ADVERTISERS

AM • FM • TELEVISION • FACSIMILE

50c

55c IN CANADA

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Sales Soar Via Show ★ Good Will the Big Feature ★  
It's JDJ Time ★ WCOV's Grouchy Gus ★ Ohio Favorite ★  
Award Winner ★ Spots Mean Sales ★ Zany Swap Shop  
Aids Norfolk Dialers ★ Radio Promotes Big Food Fair ★  
Johnny on the Spot ★ Joske's of Texas Airs Three Shows

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## *Your Business at a Glance*

★ What others in your business field accomplish through  
broadcast advertising, classified by business field.

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# S Showmanship



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# SALES

Emcee Ed East of "Meet the Missus" demonstrates a broom under circumstances that show why many men are to be found in the Earl Carroll Theater at show time. The broom is by Modeglin Company; the showgirl is from the Theater floor show

A low cost-per-listener and an astounding ability to quickly catch and hold on to a market have made Columbia's "Meet The Missus" an active factor when sponsors consider the Pacific Coast radio market.

Since its Columbia Pacific Network bow in August, 1944, "Meet The Missus," a CBS package produced by Howard Blake who doubles as head writer, has introduced several new products to western markets—most spectacular of which was the Toni Home Permanent. Toni's first network radio venture, and the only major media used on the Pacific Coast, "Meet The Missus" sponsorship resulted in what the company termed "astounding results"—a 50 per cent increase in West Coast sales.

More recently the pulling power of "Meet The Missus" was demonstrated by the Modeglin Company, for its Perma-Broom product. This Los Angeles firm, after testing its product on the KNX Housewives Protective League, moved to

**AIR FAX:** "Meet the Missus" means astonishing sales for sponsors.

**First Broadcast:** August, 1944

**Broadcast Schedule:** Monday through Friday, 2:30 to 3 P. M.; Saturday, 12:30 to 1 P. M.

**Sponsors:** Modeglin Company, Vick Chemical Company, Wildroot Company, Gold Seal Wax, Chemicals, Inc.

**Station:** Columbia Pacific Network

**Preceded by:** Monday through Friday, "Treasury Bandstand" (Musical); Saturday, "Stars over Hollywood" (Drama)

**Followed by:** Monday through Friday, "Hint Hunt" (Audience Participation); Saturday, "It's Fun to Be Young" (A.P.)

"Meet The Missus" to introduce the product regionally.

At present the program, which is sold in 15-minute segments on a frequency discount basis, lists five gilt-edged sponsors, including the Modeglin Company. The others are Vick Chemical Company of New York (through Morse International Agency); The Wildroot Company of New York (Batten, Barton, Durstine and Os-

# SOAR VIA SHOW

born); the Gold Seal Wax Company of Bismarck, North Dakota (Campbell-Mithum, Inc.); and Chemicals, Inc., of San Francisco (Garfield & Guild), which has sponsored segments since December, 1946, for Vano Liquid Starch.

Without exception the sponsors have chosen "Meet The Missus" because the program appealed to, and delivered, a bigger market per dollar than any other show of comparable type and cost. A major factor in this is that the show's high production budget for a regional program is split among all the time segments so that each sponsor bears a relatively small amount of the talent costs, ensuring participation at a cost level well below the usual regional network coverage.

Most "Meet The Missus" sponsors rely on the show for the major portion of their selling, although Vick Chemical and the Wildroot Company both supplement it with additional airtime. Vick has a spot campaign on CPN stations while Wildroot

picks up the tab for the TC "Adventures Of Sam Spade," a high-rated Sunday night time mystery series.

A feature of the program that meets with immediate sponsor approval is the flexible format that permits the interview-type commercial, developed by Howard Blake for "Meet The Missus," which can entertainingly punch home the client's sales points. This commercial is bulwarked by more standard types that are read either by Emcee Ed East or announcers John Lansing or Roy Rowan.

Sight identification of the sponsor's product is accomplished on the program by several means, including huge product displays, banners and facsimiles which are seen by the 300,000 or more people who attend the show annually. Displays at Columbia Square, listing the sponsor and the show title, are seen by an additional minimum 5,000 people daily, not including

(Continued on Page 32)



"Lovers' Lane" holds the spotlight on show as part of the 300,000 people who attend annually watch proceedings on the stage



# Good Will . . .

## The Big Feature

A most unusual program which promotes its sponsor in an institutional direction recently celebrated its one-hundredth broadcast over radio station WNOX in Knoxville, Tenn. This show earns good will for its sponsor by featuring other



Tusculum College Radio Director Katherine B. Crozier goes over the script with student Jerry Lee Anderson, author of "Life at Tusculum." "Sunday Down South" sometimes permits colleges to present dramas

groups which in turn receive value from the broadcasts.

"Sunday Down South" is the unique airer, and its sponsor is the Knoxville

Furniture Dealers Association, composed of all retail furniture men in Knoxville with jobbers, manufacturers and distributors co-operating. September 26 marked the one-hundredth Sunday on the air for this show which has been tremendously popular ever since its first airing in Knoxville.

Good-will is created by the program for its cooperative-group sponsor by offering the half hour on WNOX to the choirs of leading churches, colleges and universities. Biggest feature on these broadcasts, of course, is the presentation of musical num-

---

**AIR FAX:** Institutional - promotion vehicle brings good-will to sponsor and guest groups.

**First Broadcast:** Fall, 1946

**Broadcast Schedule:** Sunday, 1 P. M.

**Sponsor:** Knoxville Furniture Dealers Association.

**Station:** WNOX, Knoxville, Tenn.

**Power:** 10,000 watts

**Population:** 111,580

---

bers. In addition to presenting music, however, these groups go further in their attempts to win public approbation. They take the opportunity to explain their activities, and to promote worth-while causes. The pastor of the church or president of the college has three minutes on the program to use in the way he feels will be of most interest to listeners and of most value to his organization.

In this sense, the Knoxville Furniture Dealers Association is really doing not only a promotion job for themselves, but is also presenting a program in the public service. Their allowing the public to hear the music and messages of these religious and educa-

tional groups is a service to not only the public, but also to the groups which receive an invitation to broadcast. Thus, the merchants' group goes further on the way toward achieving its good-will objective.

Advertising by the Association on the program is institutional. Well-worded suggestions encourage listeners to better their living by bettering their homes. However, there are no item-and-price commercials given. With institutional advertising taken care of by the group project, individual merchants are enabled to use their own budgets for price advertising and the promotion of sales. This cooperative effort has done more than any other one thing to maintain harmony among all furniture dealers. The Association has been enabled to function without policing powers, and the program has done more to make people appreciate furniture than anything else the Association has ever attempted. The public appreciates a project from which it benefits, and one which doesn't have a purely commercial flavor.

Much thought was given to selecting the time for the program. After careful consideration of several alternatives, one o'clock Sunday afternoon was chosen. It has proved to be ideal. Choirs can go to the WNOX studios directly from their morning services, and the program reaches listeners during or immediately after the dinner hour while the family is still at home.

Typical "Sunday Down South" groups have been the 60-voice chorus of Lincoln Memorial University, the 45-voice chorus of the University of Tennessee, groups from Carson Newman College, Tusculum College, Hiwassee College, Emory and Henry College, Asbury College, Tennessee Military Institute, and choirs from practically all the leading churches in Knoxville.

"Sunday Down South" is promoted primarily by courtesy announcements on WNOX, stories in the radio columns of two local papers and occasional pictures in these papers. Perhaps most important, in

one respect, is the word-of-mouth promotion given by the large groups appearing on the program, by announcements in colleges, churches, and the bulletins of both. The fact that time on the air is given to these groups to promote themselves makes them most eager to secure the largest audience possible. They go all out in publicizing their approaching broadcasts.

Once a group has appeared on the program, it has made an impression which means lasting good will. That is perhaps one of the secrets explaining the large following of loyal listeners.

The success of this weekly presentation is an indisputable sign that institutional



Tusculum College students rehearsing for "Life at Tusculum" presented on WNOX, Knoxville, Tenn.

advertising is ideal for a merchants association, and that any investments in the public service will always mean dividends for the sponsor.

# WCOV'S GROUCHY GUS

Promotion of the sale of used cars by the presentation of an unusual analogy has been the stunt successfully attempted by a dealer in Montgomery, Ala. This enterprising business man wanted to tell people that gloomy days and "gripey Guses" would be eliminated so far as auto worries were concerned . . . all they had to do was buy dependable used cars from him!

Lawrence Byars, owner of the Lawrence Byars Motor Company, 123 Bell Street, Montgomery, chose radio station WCOV to promote his business. The analogy previously mentioned was the origination of the "Grouchy Gus" program. A daily 15-minute show from 5:45 to 6 P. M., it features Lee Allen Ford, WCOV staffer, as Grouchy Gus, and the announcer on duty as his straight man.

The program is opened with an introductory commercial . . . very short . . . and Grouchy Gus is introduced. He airs the gripes written in by listeners to the program. That is all. He doesn't air his own views on the subject. Mr. Byars chose this type show as a unique way to get across to prospective purchasers of used cars the fact that buying dependable used cars from his company would do away with gripes and grouches.

The time chosen for this show, which has been on the air about four months, was selected as the hour which would reach the



Lee Allen Ford, WCOV Montgomery staffer, who takes the role of Grouchy Gus on a daily program which promotes a used car dealer. Idea is that buying dependable used cars from this dealer helps get rid of grouchy guses and gloomy gripes!

greatest number of male and female listeners with a daytime program.

As for the sponsor of Grouchy Gus, he is a man who has long been identified with the automobile business in Montgomery. A graduate of the University of Alabama, Lawrence Byars held a reserve commission in the ROTC and entered the Army in the ordnance department at the outbreak of the war. Upon his separation he joined the staff of a local automobile agency, but a year later started his own business on Bell Street. He started using radio on a small

scale when he first entered business, and gradually increased its use as the power of radio proved its value to him. Now he has spots on one local station and programs on two others. In addition to this multi-

(Continued on Page 31)

**AIR FAX:** Grouchy Gus is warning to listeners that he can be dispelled by their patronizing his sponsor.

**First Broadcast:** September, 1948

**Broadcast Schedule:** Daily, 5:45 to 6 P. M.

**Sponsor:** Lawrence Byars Motor Company

**Station:** WCOV, Montgomery, Ala.

**Power:** 250 watts

**Population:** 78,084

**Preceded by:** Herb Schriener, CBS

**Followed by:** Local classified ads



# OHIO FAVORITE

## Walter Kay and His "Corner"

---

**AIR FAX:** Children's record show big hit in Cleveland

**First Broadcast:** August 24, 1945

**Broadcast Schedule:** Monday through Friday, 6:45 to 7 P. M.; Saturday, 11:45 to 12 P. M.

**Station:** WJW, Cleveland, Ohio

**Power:** 5,000 watts

**Population:** 878,336

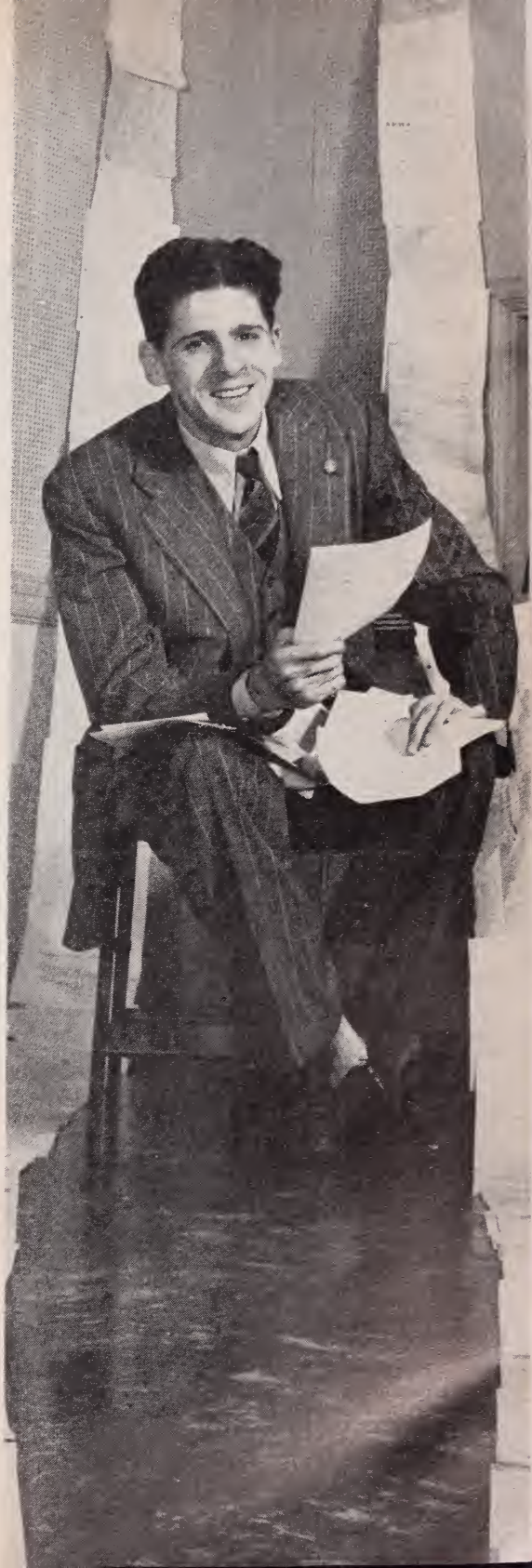
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An all-children's record show, possibly the first of its kind in radio history, celebrated its third anniversary in August on WJW Cleveland. One of the biggest mysteries in Cleveland radio is its continuous run without a sponsor. Walter Kay's "Cousin Kay's Korner" over WJW has been honored frequently from many quarters as the absolute tops in kiddie entertainment. Kay is generally credited with having one of the best kid shows in the country, and his youthful audience is terrific.

"Cousin Kay's Korner" started on the air on August 24, 1945. It has been taken off the air several times, only to cause a civic "rhubarb" that eventually brings it back. The last time the show was taken off—on account of the Cleveland Indian baseball broadcasts—WJW received 2,000 phone calls in double quick order vehemently demanding someone's scalp. SO—"Cousin Kay's Korner" went back on the air.

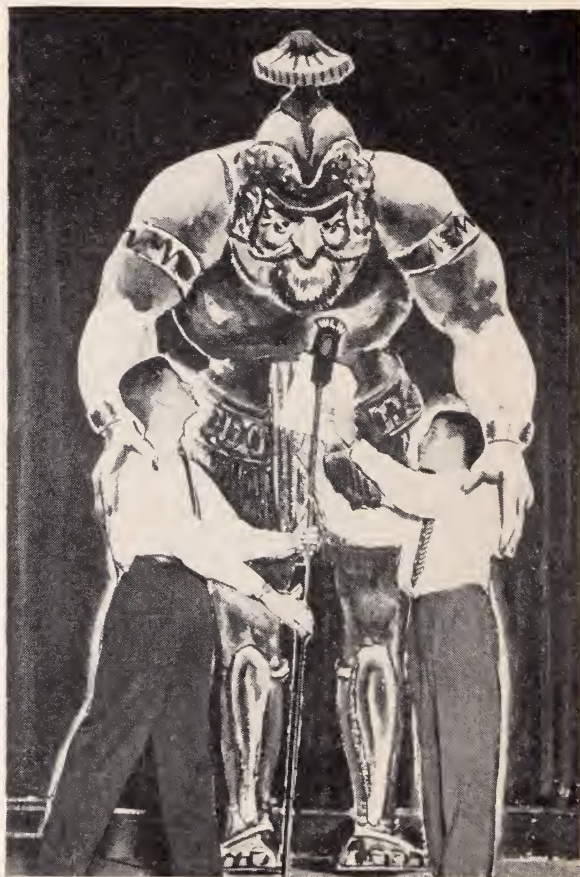
Walter Kay has over 500 albums of kid records which adds up to approximately 1,500 different features. His collection is reputed to be the largest one-man group in the country. It contains fairy tales, song stories, special records for pre-school children, lessons on manners, friendship songs, historical tales, safety records, and

(Continued on Page 32)



# AWARD WINNER

Cincinnati children's show wins  
an award in the "Billboard"  
competition in the 50,000-  
watt station category



Earl Hammer and Alan Stern with the Giant

---

**AIR FAX:** Children's story program wins third place award in "Billboard" competition in the 50,000-watt-station category

**First Broadcast:** October 4, 1947

**Broadcast Schedule:** Saturday, 9:45 to 10 A. M.

**Station:** WLW, Cincinnati, Ohio

**Power:** 50,000 watts

**Population:** 455,610

---

Presenting dramatic stories in such a way that they would have a strong appeal

for children was the forceful idea utilized by station WLW Cincinnati in its Saturday morning show "Days of the Giants." This show had such tremendous appeal that it not only received scores of letters from pleased parents and enthusiastic critics, but it also was honored this summer by being awarded the third place prize in the *Billboard* Children's competition in the 50,000 watt category.

Though unsponsored at the time it won the award and all during the time it led



other shows in popularity and audience response, "Days of the Giants" is a program with terrific potentialities for a sponsor with a children's market. With the punch it packs, it is a sure-fire vehicle for company promotion.

Opening with the intriguing tagline, "Listen, we have a story to tell. A story from the days when giants lived and the world was full of magic adventure"—this show went on to win the hearts of all its listeners.

Magic and adventure won listeners for "Days of the Giants" over WLW early this year as indicated by the Neilson Radio Index during the "Giants" air period. Its share of audience in the WLW area was 22.8 in October—November, 1947, and climbed to a high of 33.2 in February—March of 1948. During the latter period "Giants" reached 235,000 homes and was tied for second place as the highest-rated quarter-hour on Saturday—a real distinction for a children's show.

"Days of the Giants," WLW's Saturday morning show based on the exploits of mythological heroes, won a *Billboard* award in July, 1948, as an outstanding children's show in the 50,000-watt station category. Letters from mothers have praised it highly.

Alan Stern's idea in writing the stories was to make them entertaining. His first aim was "to please the listeners—children." That the shows also were praised by parents indicates that an appeal for dramatic stories about Hercules, Atlas, and others is universal.

The show was aired Saturdays from 9:45 to 10 a.m., EST, from October 4, 1947, through April, 1948. Stern, in addition to writing the shows, acted in them. Regular narrator was Earl Hammer, then a Cincinnati College of Music student and now a member of the WLW continuity staff. Charles J. Lammers produced; original music was written, arranged and played by Bert Little.

Stern presented his idea to the program director of WINS, New York, in March, 1947. When he joined the staff of WLW, WINS' sister station, a month later he immediately began work on the series.

"Days of the Giants" was based on the



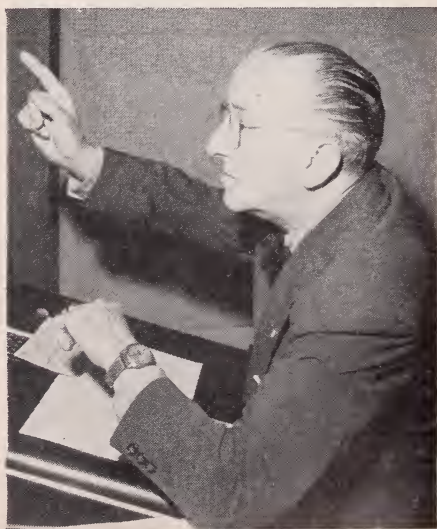
Alan Stern, writer of "Days of the Giants" stories

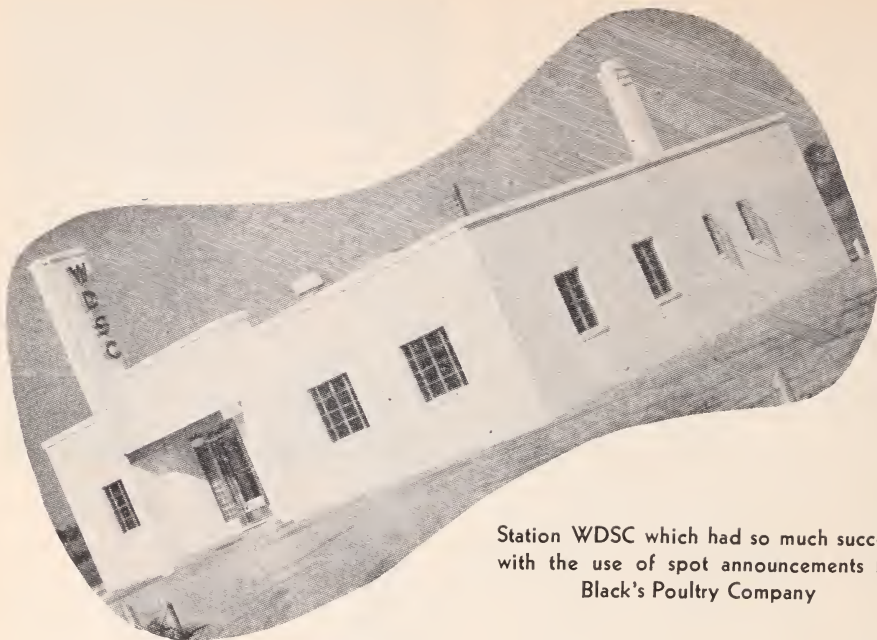
classic myths and adapted for radio from Nathaniel Hawthorne's *Wonder Book* and *Tanglewood Tales*, and Thomas Bulfinch's *Age of Fable*.

Robert A. Luke, executive secretary of the Adult Education council of Metropolitan Cincinnati, wrote that the show "is a delightful way to refresh my mind of the *Age of Fable* and to replenish my depleted

(Continued on Page 31)

Charles J. Lammers, producer of the shows





Station WDSC which had so much success with the use of spot announcements for Black's Poultry Company

# SPOTS mean sales . . .

**AIR FAX:** Spot announcements bring results for hatchery in sale of baby chicks.

**First Broadcast:** January 23, 1948

**Broadcast Schedule:** Two spot announcements daily Monday through Saturday, one at 7:35 A. M., and one at 11:45 A. M.

**Sponsor:** Black's Poultry Company, Columbia, S. C.

**Station:** WDSC, Dillon, S. C.

**Power:** 1,000 watts

**Population:** 29,625

Spot announcements on a 1,000 watt station spelled grand results for a poultry company in South Carolina this past year. Not only were results for the sponsor good, but he was so pleased that he signed a repeat contract with the station for the 1949 season.

A spot announcement immediately following a five-minute newscast, and one following the 15-minute "Farm and Home Hour" over station WDSC, Dillon, S. C., brought outstanding returns for Black's Poultry Company of Columbia, S. C. These spots were run daily, Monday through Saturday, for 15 weeks. The outcome of this campaign of spot announcements was that station WDSC sold for the advertiser, in this period of time, a total of 210,825 baby chicks, at a selling cost of 5.4 per cent.

In January of 1948 the Cox Advertising Agency of Columbia, S. C., was planning an advertising campaign for its client, Black's Poultry Company. The agency had never used WDSC before, but after a conference, in Columbia, with WDSC General Manager Henry E. Sullivan and



Commercial Manager Joseph Martin, it was decided to include WDSC in its list-of stations to be used.

The morning spot was placed following a five-minute news summary within the program "Alarm Clock Club," an informal record show in which weather reports, bits of farm information and requests for musical selections were answered. The 11:45 A.M. spot followed the very popular and informative "Farm and Home Hour," on which frequently appear the County Agent and the Home Demonstration Agent and other outstanding persons in the farm world of the rich Pee Dee Section of South Carolina.

These spot announcements offered 100 baby chicks, ranging in price from \$3.95 to \$8.95, to be shipped parcel post, C.O.D. Immediately after the first announcement was given, the orders started flowing in.

During the spring of 1948 an unsolicited letter from Black's Poultry Company was received praising WDSC for the results obtained from these spot announcements. It stated in part, "We should like to extend our appreciation for the splendid results that we have obtained from your station.

"It is the cheapest in cost of the many stations that we are on, but in comparison it brings in results better than some of the 50,000 watt stations that we are on."

This fall the management of station WDSC received a firm order for another season's advertising for Black's. It was one of 30 stations to be selected from all over the country.

Undoubtedly much of the success in the use of spot announcements was due to two big factors . . . the selection of the right station for the job, and the careful choice of time on which the announcements would be presented. In any programming involving spot announcements—recently clarified as "national selectives"—the emphasis is on careful and tested selection of location and time. In the case of the announcements on WDSC, the placing of both spots during and following farm programs was perfect. The first show was an early-morning airer giving weather reports and bits of farm information. The later-

morning show presented farming personalities. What better places could there have been for the sale of baby chicks?

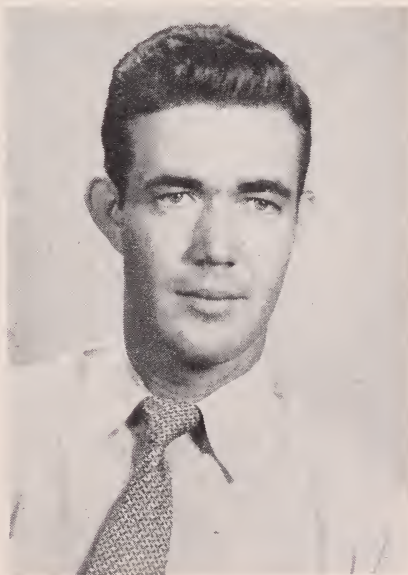
The fact that close to 211,000 chicks were sold in the 15-week period proves the value of knowing the "how" of program planning. It illustrates too the urgent need for close cooperation between sponsor and station to get the utmost out of their commercial planning.

In placing his order with WDSC this fall, G. B. Blackmon, manager of Black's Poultry Company, wrote:

"This was our first season of doing advertising of any sort as Black's Poultry Company, and it was an education . . . We have attempted to build a reputation that will do credit to us and our advertising mediums. Evidently we succeeded to some extent as our orders have averaged over ten thousand chicks per week since we stopped advertising. . . We have sold a great many chicks on repeat orders, and we have a large list of regular customers.

"In March and April we sold over four million baby chicks. This coming season we plan to sell over twenty million . . . It

(Continued on Page 31)



G. B. Blackmon, manager of Black's Poultry Company

# ZANY SWAP SHOP

## AIDS NORFOLK DIALERS

---

**AIR FAX:** "Swap Shop" aids the public and advertises independent grocer group

**First Broadcast:** Summer, 1948

**Broadcast Schedule:** Monday through Friday, 1:45 to 2 P. M.

**Sponsor:** Norfolk Independent Food Dealers Association

**Station:** WLOW, Norfolk, Va.

**Power:** 1000 watts

**Population:** 144,332

---

It started without fanfare, and it has skyrocketed into one of Norfolk's most popular radio shows. It's Bob Drepperd's "Swap Shop."

"Everybody has something he no longer needs—everybody yearns for something he doesn't have." That's the enigmatic salutation Bob Drepperd employs every day over WLOW, Norfolk, Va. to introduce his now famous "Swap Shop" program. This unusual show is a daily quarter-hour ainer scheduled from 1:45 to 2 P. M. When it first went on the air last summer, its response consisted of a few cards and letters dribbling in each day. After ten weeks on the air the "Swap Shop" was daily pulling over 50 cards and letters from listeners who wanted to swap just about everything.

Items for swapping are classified and catalogued for immediate reference, and there is no charge to listeners for the service. Already several thousands of dollars in merchandise has been swapped by listeners. The enthusiastic response and speedy turnover have convinced Drepperd and officials of station WLOW that the show is performing an excellent public service as well as providing sought-for entertainment.

Some of the most interesting items listed for swapping have been a 1927 Model "T"

Ford for "what have you?"; a slightly used glockenspiel; a mixed set of left and right-handed golf clubs. One fellow wanted to swap his mother-in-law for a good night's sleep! That item has been on Bob's list the longest.

To better explain just how this zany show operates, here's a sample of Drepperd's opening message:

"Yes, it's the Swap Shop . . . brought to you by the Independent Grocers Association of Norfolk. Everyone has something that he no longer has use for . . . and every-

**Bob Drepperd, emcee of WLOW's "Swap Shop" pictured with some of his exchange items**







These aren't all the zany things Drepperd receives. Longest on his list has been a request to exchange a mother-in-law

one has a yearning for something he hasn't got. Well, tell us what you have to swap and what you want for it, and we'll broadcast your desire to Tidewater Virginia. Just send me a card or letter addressed to Bob Drepperd Swap Shop, WLOW, Norfolk, saying what you've got and what you want. Include your name and address and phone number. We will not use your name on the air . . . just your initials. Now if you hear us offering something you'd like to have and you have what the other person wants, send us a card or letter to the same address and we will inform the party of your interest. This is absolutely free. It doesn't cost you a cent to have your own articles advertised on the Swap Shop. It's a WLOW service for its listeners. It'll save you time and money. So, get your card or letter in to me today . . . Bob Drepperd Swap Shop, WLOW."

Last week Drepperd, the only man in radio whose name is spelled the same back-

ward and forward, received a letter from the local competition. A member of the WTAR staff wanted Bob to find him a camera to swap, and the local newspaper was looking for old pictures for a feature story.

Since October 1 the show has been sponsored by the Norfolk Independent Food Dealers Association, so Drepperd always mentions the group in his closing message. He usually says something like this:

"Don't forget the address of the Swap Shop, brought to you Monday through Friday by the Independent Food Dealers Association of Norfolk. If you want something, and have something you'll swap for it, let me know, and we'll see if we can't find a taker on this program . . . The address for cards and letters . . ."

Since "Swap Shop" is for the medium-income family group, and since these are usually the people who buy from neighborhood grocery stores, this has been a successful sales vehicle for the food association. Commercials on the program present the group in an institutional appeal. Immediate sales are not a too-apparent objective in the message. A sample commercial reads, "Mrs. Housewife, wasn't it a pleasure to shop with your neighborhood Independent Grocer during the war years? The little things he did for you meant a lot . . . an extra fine cut of meat . . . saving you a pound of bacon . . . being sure he had sugar for you when you needed it. Yes, the Independent Grocer took care of his customers . . . and though the war is over, this same courtesy is yours at your nearest Independent Grocer's. His store is home-owned, and he is located right in your own neighborhood for convenience. So, whenever you need groceries, shop at your Independent Grocer's . . . a community institution."

In its promotion of the small business man "Swap Shop" has a double-duty format that entertains while it assists. It successfully builds good feeling for the sponsor. In addition, it demonstrates forcibly that the momentum that carries radio along is the out-of-the-ordinary programs that make radio listening so enjoyable to dialers.



Man-on-the-street broadcasts were daily occurrences during the Food Fair.

Television coverage  
"Buffalo"

## Radio Promotes Big Food Fair

Radio, ever an important medium in the promotion and publicizing of any big event, again took a front seat in the promotion of the largest Food Fair ever conducted by a retail selling organization. Presented by a Buffalo, N. Y. department store, the ten-day affair was given a fanfare over five Buffalo radio stations. Four stations visited the store to make quarter-hour and half-hour wire-recorded shows. These radio promotions are credited by the management of the store as having played a most important part in the success of the event.

On September 10 Sattler's Department Store, 998 Broadway, opened its doors to the first onslaught of thousands of food shoppers who came to view, enjoy and buy at the largest Food Fair ever conducted by a retail selling organization. The Food Fair was the result of the combined thinking of Sattler's promotion-minded Advertising Director Robert S. Cornelius, Vice-President Aaron Rabow and the Sattler department heads of their mammoth miracle market, the largest independently owned market in the country.

It ran for 10 days and during that time

ran up an array of record-breaking figures that should make Mr. Butcher, Mr. Baker and Mr. Department Store Percentage Maker sit up and take notice. This Food Fair also showed that the food industry is far ahead of all industries in its wide-awake promotional attitude. At the drop of the 14 karat merchandising idea, the nation's leading packers and processors, distributors and canners, in every branch of the industry were quick to pick up the spirit of the Fair and rally around this idea to the tune of over \$500,000 worth of promotional helps, exhibits, give-away items, special merchandise deals, advertising support and the service of more than 200 food experts and demonstrators, many of whom worked actively during the long months of preparation as well as through the actual period of the Fair.

Five months of feverish preparation preceded the sales-breaking event. A 14-page brochure was prepared by Sattler's promotion department and sent as the introductory announcement of the planned Food Fair. All of the nation's top name manufacturers, distributors and packers along with the principal trade publications





covered by the  
Buffalo News."

Huge display was prepared on the front of  
the store for the big Fair.

received their copy, to read and digest. A field trip to the Chicago Food Industry Convention was next in order . . . and when Sattler's flying Food Fair crew reached the Windy City they found that their colorful, idea-packed brochure had done a good missionary job. Top drawer executives received the Sattler group and listened to their proposed Buffalo promotion. On the return trip to Buffalo they had promises of 100 per cent support and cooperation; and from there the many other food processors from coast to coast hopped aboard the Fair wagon.

As the preparatory months rolled on, this line-up of special sale features, exhibits and displays took shape! Over 40 interesting demonstrations were arranged. Exhibits never before shown to consumer audiences were promised and these promises were kept. Appliance items worth more than \$6,000 were given to be used as special prizes in contests that Sattler's would conduct among their customers. Prizes included years supplies of cheese, eggs, coffee, and butter; Bendix Home Laundrier, Kelvinator Electric Ranges, Norge Gas Ranges, Philco Refrigerators, Disposal units, Home Freezers and Admiral Television sets. Add to that thousands of dollars worth of cook books, recipe folders, toys, novelty gifts, lapel pins, meat charts, kitchen utensils and over a hundred special merchandise deals that offered Sattler food shoppers a bargain carnival as they bought nationally advertised brands and received wonderful pre-

mium merchandise as extra buying incentives.

A very important part of the manufacturers' and distributors' contribution was the amazing quantity of display material and display personnel which they sent to Sattler's. Sattler's already busy display staff who had not only this tremendous Food Fair to handle but four floors of other department store merchandise to work on, welcomed this valuable assistance.

Trade publications at the same time that manufacturer and distributor interest was building up carried news of the proposed fair. This help directed more attention to the promotion event, and garnered more inquiries from smaller processors who wanted to get into the act. It also, graphically showed Sattler executives that they had something that was news! This very important item prompted them to *treat* the Fair as news and led to the greatest amount of free newspaper and radio publicity that any store in Buffalo has ever received for a merchandise event.

With the Fair set on paper, with display plans drawn, merchandise in warehouses and everything ready for the "go ahead," Sattler's capable advertising staff went into operation. Big bold double truck newspaper ads were laid-out, car cards printed. Sattler's battery of spot radio and 15-minute musical shows carried solid Food Fair copy. The store was turned into a three-ring circus of food promotion. Stairways leading into the basement were made to look like colorful circus tents.



Pennants, banners, flags, all carrying the Food Fair theme were strung over the entire store interior. Outside, along the entire store front a bold display of cut-out lithographed food product pictures made a tremendous 60-foot high spectacle visible from blocks away. These cut-out figures were eight feet and more in length and were supplied by the national advertisers. Over 30 famous-brand products were represented in this mammoth, eye stopping display.

Two days before the Fair was to open, a day before the first double-truck ad was to appear, all of Buffalo's top newspaper and radio executives were invited to a Food Fair dinner. They were treated to roast prime steer beef, from a famous Angus steer. Sattler's, just three weeks before, had bought at auction the Grand Champion 4H Steer at New York State's Erie County Fair, at \$1.13 a pound, on the hoof.

At the dinner every newspaper and radio executive was given a complete story, background, news releases and a recapitulation of the five months of Food Fair preparation. It was a complete package of facts. Remembering the trades reaction, Sattler treated their Food Fair as News . . . and gave it to news and radio men in that concise, unadorned form. This directness, this simple presentation of what one commercial organization considered to be news-worth-repeating found a very receptive audience.

All Buffalo newspapers carried repeated stories of the fair. They featured human interest items such as the giant cake, the 3,000-pound tub of butter, the longest sausage that was ever made; all special Food Fair features that were in the store. The tremendous scope of this Food Event and the spectacular representation of na-

tional advertisers who were part of the Fair also contributed to its news worthiness. Buffalo's five radio stations included the Food Fair in their news bulletins and four radio stations voluntarily came to the store to make 15-minute and half-hour wire-recorded shows.

Sales records fell on a minute-to-minute, day-to-day basis. The grocery department rolled up an over-all total of business 70 per cent greater than any ten day period in Sattler history. Special promotions sold 49,000 cans of evaporated milk, 28,000 jars of baby food, and 350 cases of honey which at this time of year is an incredible amount. Cleansers and soaps went 200 per cent over the normal amount for a like 10-day period; 40,000 pounds of flour went into Buffalo homemakers' cannisters, 27,000 pounds of coffee, 9,000 boxes of frozen foods and more canned luncheon meats than would normally be sold in two years.


Interest in the Food Fair held up to the very last crowded day. Newspaper and radio ads . . . radio and newspaper publicity did their part in sustaining interest, and Sattler's battery of 26 street windows took on a major share in making passers-by Food Fair conscious. For what may be the first time in department store history, the entire battery of a store's windows were turned over exclusively to food promotions. Again, the national advertisers stepped in with display talent and eye-arresting display pieces that helped create compelling presentations, real stoppers that reflected the festive Fair atmosphere, the tremendous scope of the food event and the once-in-a-lifetime buying and saving opportunities.

The facts and figures prove the old sayings that "vittles is vital" and "Food is Fun." Any department store executive, chain store executive or independent market operator would find fun in the record breaking figures Sattler's attained in the ten days of their Food Fair event. And Food Fairs are food for thought. Give the national, top-name packers and manufacturers, distributors and local food firms the chance to promote over and above their regular promotion media and they are there—Johnny-on-the-spot.

MORE THAN 500

**DATES TO TIE TO IN '49**

SCHOYER'S  
VITAL ANNIVERSARIES  
of History, Human Interest, the Arts, Science,  
Crime, Births, Deaths, for daily use in 1949.  
FOR ALL WRITERS, SPEAKERS, EDUCATORS  
**ORDER NOW — SEND \$2.00 TO:**  
SCHOYER & CO., 304 Ross St. • Pittsburgh 19, Pa.





# JOHNNY ON THE SPOT

## Book Promoted by Spots

P. J. Kennedy & Sons, well known Catholic book publishers of New York City, will be the first publisher to use television to sell an individual book by way of minute spots.

The book selected for this pioneer experiment is "The Crusade of Fatima" by John de Marchi, the authoritative account of a modern miracle which occurred in 1917 in Fatima, Portugal.

This initial test of Television spots as a book-advertising medium will be on Philadelphia's (WFIL-TV) Television Channel 6. Minute spots will be used nightly over a 3-week period beginning Sunday, November 28th. Book stores in the area will be alerted to tie up with the experiment by newspaper announcements, window displays and other promotional devices. Results of the tests will help to determine for P. J. Kennedy as well as for other publishers, the extent to which television spots might be effective in the promotion of books.

The Television Department of Van Diver & Carlyle, Inc., has been retained to produce the spot and conduct the experiment. Wayne Wirth is the Television Director and Howard Moss is the account executive.

## Spot Business on WMAQ

An order from the Crowell-Collier Publishing Company through the Kudner Agency for four one-minute announcements weekly to promote *Collier's Weekly* was placed on WMAQ Chicago. For Good Luck Margarine, the John F. Jelke Company has been running five station breaks weekly. Young and Rubicam, Inc. placed the latter account.

## Sales on WCOP

Sale of two news shows and a sports show five days a week, and of a fifteen minute Sunday slot, are latest items of new business at WCOP and WCOP-FM, Boston.

White Rock Corporation, through Kenyon and Eckhardt, has signed for the 7 to 7:05 A.M. and 8:15 to 8:20 A.M. news shots, Monday through Friday, Jack Chase reporting; and for the 11:15 to 11:20 P.M. "Sports Summary" by Chuck Crosby, same days. In addition, White Rock is using a transcribed spot announcement campaign on WCOP for a special holiday promotion campaign.

Dolcin Corporation has taken up sponsorship of the 12:45 to 1 P.M. Sunday period of "Bing Crosby, Songs," recorded show. Near 52 week contract was placed through the Victor van der Linde Agency, and is in addition to Dolcin's heavy spot schedule.

Recent 52 week spot business placed with the Cowles' Hub outlet includes heavy schedules for Fatima, Chesterfield, Blackstone Cigars, TWA and Pepsodent.

## Great Effect with Sound Effect Spot

KLIF Dallas has found a way to produce gratifying results by artfully interweaving spot announcements in the pattern of background sound effects. The technique was used by Sports Announcer Gordon McClenodon and Al Turner, alternating at the microphone, during simulated on-the-spot broadcasts of baseball games.

In addition to the play-by-play account developed from decoded Western Union reports from the playing field, continuous crowd-noise records were used to provide a natural background. By dubbing in a sound-effect spot against the background noise, KLIF injected more color. Intermittently, listeners were able to hear the familiar voice of the soft drink hawker calling, "Ice cold . . . get your ice cold Dr. Pepper."

## Six-a-Week Spots

Public Service Company of Indiana recently contracted for six spot announcements per week on WCSI-FM Columbus, Ind. Handling the account is Bozell & Jacobs, Indianapolis.

# *JOSKE'S OF TEXAS*

## *AIRS THREE SHOWS*

Just to make sure their name is really kept right before listeners to station KTSA San Antonio, Texas, Joske's of Texas, large department store, is sponsoring three daily programs. Two of the shows give shopping information, and the third is a farm show.

The multi-program project went into effect on August 16, 1948 with the first broadcast of "Farm and Ranch News" featuring Hugh Muncy, Joske's Farm and Ranch Reporter. Aired Monday through

Friday, 12:45 to 1 P. M., the show highlights market and weather reports with lots of transcribed interviews with ranch and agricultural personalities. Muncy (in what is believed to be a "first" for a major department store) is retained as a full-time Farm and Ranch Director by Joske's of Texas. He is available for speaking engagements and covers all fairs, rodeos and stock-events with tape-recorder.

Muncy is the only talent on the program. He was promoted by an advertising cam-



James Keenan, vice president in charge of sales promotion for Joske's, signs the contract. Seated on the right is George W. Johnson, general manager of KTSA. Standing: Bob Holleron, Rex Preis, Phyllis Webb Soehl, and Hugh Muncy



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paign in weekly newspapers throughout South Texas. A member of the National Association of Farm Directors, the FFA and the 4-H, he also serves on the Farm and Ranch Committee of the Chamber of Commerce. Joske's of Texas also has a Farm and Ranch Store, separate from the department store, which receives benefit of promotion. Program is preceded by Noon News and followed by a local (live) baritone pop singer.

Second of Joske's shows to take to the air was "Good Morning Show" which started on KTSA August 23. Broadcast

Third across-the-board show sponsored by Joske's is "For the Ladies" which started on KTSA August 30. This one is aired Monday through Friday, 9:15 to 9:30 A. M. Format consists of 15 minutes of recorded music with fashion hints, shopping information and interviews with local personalities. Talent here is again Peggy Wilson (Miss Soehl) as Joske's Personal Shopper. Promotion is given this show in the form of advertising, promotional spots, publicity releases. Preceded by "Songs for You," a local sustainer, this show is followed by the Arthur Godfrey hour.

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**AIR FAX:** Three daily programs signed for by Texas department store.  
"Farm and Ranch Reporter"

**First Broadcast:** August 16, 1948

**Broadcast Schedule:** Monday through Friday, 12:45 to 1 P. M.

**Preceded by:** Noon News

**Followed by:** Local baritone singer

"Good Morning Show"

**First Broadcast:** August 23, 1948

**Broadcast Schedule:** Monday through Saturday, 7:45 to 8 A. M.

**Preceded by:** "News by Air"

**Followed by:** "News of America" CBS

"For the Ladies"

**First Broadcast:** August 30, 1948

**Broadcast Schedule:** Monday through Friday, 9:15 to 9:30 A. M.

**Preceded by:** "Songs for You"

**Followed by:** Arthur Godfrey

**Sponsor:** Joske's of Texas

**Station:** KTSA, San Antonio, Texas

**Power:** 5,000 watts

**Population:** 253,854

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Monday through Saturday from 7:45 to 8 A. M., it is a record show of popular music with a boy-girl angle of light patter, events about town, and shopping information. Talent on this show is Phyllis Webb Soehl, Joske's Radio Director. She uses the air name of Peggy Wilson, teamed with Bob Holleron, free-lance sports announcer. Promotion was given this show through advertising and publicity stories in local dailies, direct mail, and so forth. This show is preceded by "News by Air," a sponsored show of eight years' standing. It is followed by CBS "News of America" which recently won two first prizes in national competitions. Thus "Good Morning Show" has a good position between two well-accepted programs. Makes for greater listenability.

The account was placed through the Pitluk Advertising Company, Alamo National Bank Building, San Antonio, Texas.

Sure to have an effect on San Antonio listeners is this huge programming plan put into effect by Joske's of Texas. The shows please both men and women, because of the specialized appeal that has been put in them. The Farm and Ranch show has a large potential audience in the broadcasting area, and is a good show for promotion of Joske's separate Farm and Ranch Store. The two latter shows with their shopping hints work right into good promotions for Joske's large establishment.

Keeping their store in the limelight should be no problem for Joske's of Texas with so extended a radio campaign on KTSA.



# SHOWMANSCOOPS

If you have pictures of unusual and outstanding promotion and programming projects, send them to Showman-scoops, "Radio Showmanship" Magazine. The five best photos received each month will appear in this section.



Disc jockey Don Bell of KRNT Des Moines collects the high bid of 59 kisses at the conclusion of a fast-and-furious 30-second auction. This good-morning kiss feature was a high spot in a three-hour audience participation program and doughnut party staged by KRNT in celebration of the "Don Bell Show" second anniversary. Over 750 fans jammed KRNT studios for the party and broadcast



Largest and most photogenic pretzel ever seen in Cincinnati made its debut on television over WLW-T on the "Midwestern Hayride" show, sponsored by Bavarian Brewing Company of Covington, Ky. Bill Thall, the show's popular emcee, feels that pretzel manufacturers have taken a twist for the better in turning out this "new look" in pretzels



Tom McCarthy, news director of WKRC Cincinnati, scored a beat at the recent poison-murder trial of Mary Clay Watts by phoning in from Hamilton County Court House the verdict of acquittal and other stories and interviews, which were wire-recorded and broadcast by WKRC. McCarthy did all his broadcasting from underneath the desk to prevent background noises



Del Yandon, pixilated piano player featured on "Good Morning, Neighbors" heard over KXLY Spokane, models a tailor-made pair of shorts made of the finest grade of flour sack. Del received the fur-trimmed, rose-bedecked unmentionables from a lady listener in Lewiston, Idaho



Kay West, KEX Portland women's program director, and her special guests at the KEX Aloha Party given in honor of Kay's two-week Hawaiian reporting holiday. Participating in the broadcast are Hawaiian University of Portland students and Hula dancers, former Island residents



## AIRING THE NEW

### Good Morning, Neighbor!

Live talent acts, latest weather forecasts and news of schools closing and public meetings cancelled due to weather conditions are among the features of a new early-morning hour-long "Good Morning, Neighbor!" program on WNAX, Yankton-Sioux City.

The program, heard at 5:30 to 6:30 A. M.; Monday through Friday, is designed as a winter bulletin board of the air for WNAX's early-rising farm listeners.

Talent on the show includes Smokey Ward as M.C.; Little Eller, six-foot, four-inch singer and comedienne, formerly with *Hellzapoppin'*; the Kactus Kids, vocal and instrumental trio and Happy Jack, veteran of the violin and 21 years with WNAX.

In addition, format includes headline news at 5:40, a five-minute news roundup at 6, and a complete official weather report at 6:10.

Letters have gone to school superintendents and highway patrol men requesting them to call WNAX collect with news of schools closing or dangerous and impassable roads, bulletins going on the air as they are received.

### KROW Adds New DeeJay Show

Another disc jockey has been added to the airwaves of KROW Oakland with the addition of Vernon Alley to the staff. On his new "Down in Vernon's Alley" show, he has interviews with name stars along with records.

Sponsor of the show is Gross Brothers, Oakland furniture store.

### New Program Idea

KMOX, CBS outlet in St. Louis has inaugurated a new program idea. This consists of a schedule of four half hour shows originating on the stage of the Shubert Theatre in St. Louis, 6 to 8 P. M., CST each Saturday. Format of the show and broadcast time follow:

Show No. 1 — "KMOX Quiz Club" on stage 6 to 6:30 P. M. aired over KMOX same time. Howard Dorsey, emcee with Stan Daugherty and his 21 piece-KMOX orchestra. Contestants selected from the audience with cash prizes awarded to winners.

Show No. 2 — "Hillbilly Hayride" on stage 6:30 to 7 P. M. Delayed broadcast over KMOX 9:30 to 10 P. M. Herald Goodman, emcee, Paul Wills costumed as "Joshin Joshua" and the special KMOX hillbilly cast in Western costume with Dave Landers leader and Linda Fields, the Ozark Sweetheart, soloist.

Show No. 3 — "Tomorrow's Talent" on stage 7 to 7:30 P. M. aired over KMOX same time. An amateur talent scout program emceed by Rex Davis. Amateur contestants chosen by previous studio auditions, cash prizes awarded to winners. Stan Daugherty and his 21-piece KMOX orchestra on stage to play musical questions.

Show No. 4 — "Mississippi Minstrels" on stage 7:30 to 8 P. M. Aired over KMOX same time. A revival of the Old Time Minstrel show with Lambert Kaiman as interlocutor in white satin tails, famous black face end men including Al Bland, Program Director of KMOX as the nationally known "Mose," Stan Daugherty and his mighty Mississippi Minstrel Band composed of 21 pieces, the sweet singing "Magnolia Quartet," and the well known baritone Russ Brown, KMOX soloist of stage and screen fame and Bert Granville, tenor.

This two full hours of high class entertainment comprised of local KMOX talent will be available to the Shubert Theatre audience in conjunction with their regular double feature pictures for one admission price from 6 to 8 P. M. and to the radio



listening audience as indicated above each Saturday night.

This is said to be the first time that air shows of this high caliber and length made up of local talent have ever been offered to St. Louis theatre and radio listening audiences and already show signs of being a welcome offering to the St. Louis amusement-loving public.

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### **WWL Debuts Two Programs**

Two shows which debuted over WWL New Orleans this fall are "Tomorrow's Citizens" and "Time Out with Johnny Lynch." The former is a 15-minute ailer sponsored by Maison Blanche, large department store. It presents youngsters from different elementary schools each Tuesday and Thursday.

"Time Out" features Lynch, a prominent football official in an interview with WWL's Bill Bengel every Thursday. It is sponsored by the Jackson Brewing Company.

Maison Blanche also sponsors the thrice-weekly "Sports Stars" show on which Sportscaster Charlie Block presents news of prep activities and interviews high school athletic champs.

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### **Dorothy Dix Show Begins**

January 3 marked the opening date for the new Dorothy Dix program over the ABC network. The new five-times-weekly daytime radio series has been purchased by National Dairy Products, Inc., New York. The series will be carried on a co-operative basis on the network with National Dairy sponsoring the show on 49 stations. N. W. Ayer & Son, New York, is the agency.

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### **Piano Team on WSB, Atlanta**

New series of night shows on WSB Atlanta has been inaugurated by Forrest and Margaret Perrin, popular local piano team. Called "Piano Panorama," it features the brother and sister combination. It completed an extended engagement at the Ansley Hotel's Rainbow Roof in Atlanta before taking to the air.

### **Bud Guest Starts**

#### **Another Program on WJR**

Bud Guest, WJR's genial reporter-at-large, is turning "ladies' man" starting November 1st, with a new program geared specially for female listeners.

Guest's new program, which will be in addition to his popular 6:15 evening show, will be heard Monday, Wednesday, and Fridays 8:45 to 8:55 A. M. The program will feature news and views of interest to women, with the warm, friendly style that has endeared Guest to the hearts of thousands of listeners throughout the middle west.

Lending added color to the new program will be mellow-voiced Charley Park and other outstanding WJR personalities.

Guest has a colorful domestic background to provide interesting information for his new program along with his years of newspaper experience. He is happily married and the father of three enterprising youngsters, Edgar A. Guest III, nine; Ellen Elizabeth Guest, seven; and Jane Maynard Guest, three.

Everyone contends that the daily happenings in the jolly Guest household alone would provide volumes of material for any program. This full family life plus Bud's innate flair for sunny items, will make him a welcome morning "Guest" in thousands of radio homes.

The program is sponsored by First Federal Savings and Loan Association of Detroit through the Karl G. Behr Agency of Detroit.

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### **WWDC Asks "What Do You Think?"**

WWDC Washington has inaugurated a new show titled "What Do You Think?" Heard on Monday, Wednesday and Friday, 9:50 to 10 A. M., it is a novel public interest feature in which persons are telephoned and asked their opinions on important issues of the day. Their conversations are recorded with advance permission, and then played on the air. Ray Morgan conducts the informal telephone public opinion poll.



# CONTESTS

## Best Teacher Contest to Begin

The Quiz Kids are off to an early start in their search for the nation's "Best Teacher of 1949"!

They opened their fourth annual "Best Teacher Contest" on the Quiz Kids program on Station KDKA, immediately following the American Education Week observance. Prior to the contest, the Quiz Kids program will help promote National Education Week, particularly the Tuesday theme ("Securing Qualified Teachers"), which closely parallels the program's contest objectives.

Once again, school children all over America will help find the best teacher of the year. All elementary and high school students will be invited to write letters on the subject, "The Teacher Who Has Helped Me Most." The letters will be judged by a group of eminent educators, who will evaluate the qualifications of the teachers nominated, and conduct personal investigations among the finalists to determine the top-winning teachers.

The "Best Teacher of 1949" will receive national recognition, a cash prize of \$2,500 for a full year of study at any university or college, an appearance on the Quiz Kids program, and a week's entertainment in Chicago with all expenses paid. In addition, two other teachers will receive second-place cash awards of \$1,000 each.

## What's the "Magic Word"?

A new twice-daily feature on WHBS Huntsville, Ala. is a "Magic Word" program giving listeners the opportunity of winning cash prizes for identifying the magic word. Program starts off with an initial \$5 prize and increases it by \$5 each day, until the word is guessed by a contestant.

## Jimmy Fidler Contest

A total of \$33,000 worth of merchandise prizes, topped by a five and one-half room house with garage, have been marshalled by Hollywood reporter Jimmie Fidler just for his jackpot to highlight the eight-week contest campaign he is waging on his Sunday evening Mutual network "Jimmy Fidler-Hollywood News" programs (9:30 to 9:45 P. M., EST) in behalf of the National Kids' Day Foundation. Starting with his Sunday, November 21, broadcast Jimmie Fidler has used a contest theme to promote national interest in the Foundation, which is designed to provide facilities for underprivileged children and to combat juvenile delinquency.

Jimmie has revealed that his jackpot prize, one of the most expensive ever grouped for a contest campaign, will consist of the house and garage, a \$2,500 lot on which to build the home, a new car, complete furnishings for the house, an all-electric kitchen replete with dishwasher, range, refrigerator, garbage disposal unit and other necessary modern conveniences, an air-conditioning unit, a home workshop, a \$3,500 Hollywood type swimming pool, a silver mink cape, a \$1,000 custom-built watch, a complete professional interior decoration job for the house, and \$1,500 worth of food-stuffs.

This jackpot is in addition to approximately \$2,800 worth of prizes which will be issued each week during the MBS campaign by Mr. Fidler. His contest consists of identifications of weekly Hollywood mystery guests, who will personally present clues to their naming, with contestants asked also to submit slogans for the Kids' Day Foundation.

## Group Wants New Name

Contest to name a trio is offering prizes totaling \$150 on WFAA Dallas. "The Collegians" desire a new name for their ensemble. First prize offered is \$100, second prize \$30, and third prize \$20.



## WPEN Conducts \$1000 Scholarship Contest

For the third consecutive year, WPEN, with the famed Poor Richard Club, is conducting the Benjamin Franklin Essay Contest among high school students in the Philadelphia area. For the two best essays submitted by a boy and a girl, WPEN, in cooperation with the Charles Morris Price School of Advertising, operated by the Poor Richard Club, will award to each a \$500-scholarship to that school. Teachers of the winners will receive U. S. Savings Bonds; runners-up will receive student memberships in the Franklin Institute. Presentation of awards will be made January 17, 1949, at the annual Poor Richard Club ceremonies commemorating Benjamin Franklin's Birthday. Judges this year are again Mr. Henry B. Allen, Executive Vice President of the Franklin Institute, Harry L. Hawkins, President of the Poor Richard Club, Miss Helen Carothers, President of the Philadelphia Club of Ad-

vertising Women; and John B. Mulford, Registrar of the Charles Morris Price School. Subject is "What Would Be Benjamin Franklin's Recommendation For Control of the Atom Bomb?"

## Diamonds Offered in WPAT "Sweetheart" Contest

To promote its products the Abelson Jewelry Store of northern New Jersey is conducting a "Sweetheart of North Jersey Contest" on WPAT Paterson. Diamond rings will be presented to the writer of the best letter on why his girl is the most perfect sweetheart in North Jersey, or why his fiancée will make the most perfect wife.

Along with the letter, the contestant must submit a picture of his sweetheart and the signatures and addresses of two witnesses to attest to his claims.

Abelson is using its disc jockey shows and selective announcements to plug the contest. Frank Sawdon Advertising Agency handles the account.



For writing 25-word letters on "I would like a puppy because . . ." these two children were given two-week-old shepherd puppies by Frank Cameron, "Call to Breakfast" announcer at WHAV Haverhill, Mass. The idea had its beginning when one of Cameron's "Call to Breakfast" listeners called him one morning and asked if he would assist in finding a good home for the dogs. Nancy Gordon, 8, and Charles Stewart, 6, are the happy contest winners.



## SHOWMANSHIP IN ACTION

### WCKY Program Improves Examination System

WCKY's "Official Answer" program, heard each Sunday at 5:15 P. M., has been responsible for increased time for examining applicants for drivers' licenses in cities of 200,000 population or over, according to a statement by Fred Mortiz, Assistant Superintendent of the Ohio State Highway Patrol.

The condition was brought to light by a listener who had spent three consecutive Saturday mornings waiting to be examined. In the official answer to his question, broadcast on WCKY on October 23, it was revealed that cities of 200,000 population or over are now being furnished driver's license examining service six full days a week, open every day except Sunday.

WCKY acts as a clearing house for questions of a civic or public nature sent in by listeners. The questions are taken to the official or agency best able to answer them, the replies are recorded and played during the program on Sunday afternoon.

### Station Helps Future DJ's

Under a late Saturday night program arrangement with station KDYL Salt Lake City, students of the University of Utah who are planning to become radio disc jockeys get the opportunity of some experience. Music for the program "Saturday Night Dancing Party" aired over this station is selected by a University student who emcees portions of the program and gives a commentary on his choice of selections.

### Radio Station Turned Baby Sitter

So you're in the radio business. So you look up one day and here's a studio, bedecked with playground paraphernalia, loaded with 50 kids each bent on the immediate destruction of whatever is nearest him, all screaming bloody murder.

So you think to yourself. I know this business is screwy, but not this bad. You think, what do sparks and transmitters and microphones have to do with kids. So you shrug. You're puzzled. So you figure that's this blasted atomic age for you and try to go back to work.

The above thoughts go through your head if you happen to work for WJW, Cleveland. Because WJW has gone into the baby sitting business, and not content with that, is going to put it on the air.

Every Saturday morning mothers who wish to shop downtown may bring their youngsters, ages 4 to 9, into WJW's playground-studio No. 1, leave them under the competent supervision of a Registered Nurse and advanced Girl Scouts trained in child care, and go about their shopping. The children will be cared for from 9 A. M. to 12:00 noon.

"Uncle" Bruce MacDonald and "Cousin" Walter Kay will receive the mothers and children, and from 9 to 10 A. M. will conduct a variety show, "Baby Sitters," from the studio. Music will include everything from the classics to Westerns. Bruce will spot-interview arrivals during the show. Walter Kay will tell stories and play records from his large selection of kiddie records.

A studio playroom will be set up with teeter totters, slides, sandboxes and other gadgets to keep the small fry busy. Toys will be available for usage,—rough, and each child will take home with him one toy.

To prevent any mix-up, all children will be given a number on registration, tagged with a number when they come into the studio, and their clothes and a chair will carry the same number. Mothers who wish to leave their children may register for the following week by calling WJW, leaving their names, child's age and other informa-

tion. A maximum of 50 children will be accepted each week.

Fairmont Creamery will bring 50 half-pint cartons of milk a week. Lakeside Biscuit will furnish their Baker Maid graham crackers, and Woolworth's will furnish toys for the youngsters.

Clevelanders, who might hear the clamor and reverberations of a riot at Playhouse Square of a Saturday morning are advised to overlook any such disturbance, and chalk it up to a nearby riot. Which it will be.

### **WMPS Owns Kitchen**

A full scale model kitchen—plus all the trimmings will soon be available to Memphis and Mid-South housewives via the WMPS airlines!

Harold R. Krelstein, vice-president and general manager of the ABC affiliate here, disclosed plans of the "new kitchen studio" after conferring with General Electric officials in Memphis last week. The streamlined kitchen will be housed in the new \$250,000 studios and offices of WMPS, now under construction on the entire third floor of a \$750,000 building in the heart of downtown Memphis. The property will be known as "Radio Center," Krelstein further revealed.

Plans for the "model all-electric kitchen studio" were completed with Mr. Jim Helwig, Memphis General Electric Sales manager, and Mr. H. W. Christian from GE's Nashville district office. The kitchen studio will be in operation with all the most modern equipment now being manufactured by General Electric, and will be installed under the direct supervision of GE directors, Krelstein said.

Arrangements were also completed here by Mr. Krelstein to engage a nationally-known home economist, who will conduct daily cooking classes both over the air and in special live audience groups. Memphis and Mid-South housewives will be given the best available information on how to get the "most for her dollar" in preparing a meal through the means of the WMPS radio shows. The name of the home economist was not revealed by the WMPS

executive due to her present capacity with another organization.

WMPS will probably move into their "new home" this month Krelstein pointed out.

### **Good Neighbor Act**

Station WPAY, "Your Good Neighbor" in Portsmouth, reports a real "good neighbor" act.

While conducting his noon-time "Man on the Street" interview program recently, emcee Bill Dawson talked to Mrs. Ada Hampton, who stated she was on her way to the employment office to seek work.

When Mrs. Hampton arrived at the employment office five minutes later, a job was waiting for her! A prospective employer, listening to WPAY's program, had called the employment office in the interval and offered the job for Mrs. Hampton!

### **Favorite Songs Featured**

Just to make its women listeners happy, WVET Rochester features a radio-telephone show. Announcer Bob Trebor makes random calls to women in the Rochester area, asking them the name of their favorite song. No other questions are asked, no prizes offered.

The following morning Trebor's show "Just for You" features songs selected from calls, names and addresses of selectors, and the reasons behind the listener's choice of the melody.

### **Special Show for Baby Sitters on WPTR, Albany**

Cute idea for entertaining the baby sitter set has been brought out by WPTR Albany. Allan Carter WPTR disc jockey, emcees a "Baby Sitter's Ball" every Saturday night from 9 to 10:30. Featuring the finest in pop music, it is devoted to amusing the "sitter set."





## PROOF O' THE PUDDING

### WMGM Offer Pulls 22,000 Letters

More than 22,000 letters, from 20 states, the District of Columbia, five Canadian provinces and Newfoundland, were received in response to an offer made on seven broadcasts during September and October, 1948, over WMGM, according to a report to the sponsor and advertising agency by the WMGM promotion department under the direction of Robert G. Patt.

In connection with its sponsorship of the 1948 New York Giants football broadcasts over WMGM, F & M Schaefer Brewing Company offered listeners a free copy of the Giants' "Press and Radio Guide," a 38-page book of Giant football facts and figures.

Prior to October 2, in response to the first three night games on September 7, 14 and 23, 13,150 requests were received. The four daytime broadcasts on October 3, 10, 17 and 24 upped the total to more than 22,000, an average of more than 3,000 per broadcast.

A geographical break-down of the response to the first three broadcasts, as representative of WMGM's night-time 50,000-watt signal, indicated that 51 per cent of the mail came from New York City, an additional two per cent from elsewhere in New York State, 16.7 per cent from New Jersey, 7.2 per cent from Connecticut, 3.5 per cent from Pennsylvania, and 2.3 per cent from Massachusetts. Letters came from as far west as Wisconsin and as far south as Virginia.

### 100th Airing of Show

The hundredth broadcast of the weekly discussion series of programs titled "Wake Up, St. Louis," presented by KXOK, St. Louis was aired Monday, November 8, 1948.

Programs which are broadcast from 9:15 to 10 P. M. are presented in cooperation with the St. Louis Junior Chamber of Commerce and the St. Louis Bar Association. The first program in the series was broadcast on November 5, 1946, and since that time has been cancelled but six times, and then only for special programs.

Bruce Barrington, KXOK News Editor, has been the moderator on the series since its inception.

The Junior Chamber of Commerce, the Bar Association and KXOK have selected subjects for discussion that are of current public interest to St. Louisans, with an emphasis on local and state situations.

"Wake Up, St. Louis" has been honored many times for its outstanding service to the community. The American Bar Association named "Wake Up, St. Louis" as the outstanding local public interest program and the Missouri Junior Chamber of Commerce cited the program as the outstanding quarterly project of the local organization. The most recent award came from *Variety Magazine*, when KXOK was awarded first place in the 5,000 to 20,000 watt station class in the category, Responsibility to the Community.

•

### Sponsors Renew KDKA Show

Sponsors of two KDKA news programs have renewed their contracts for another 52 weeks.

C. F. Mueller Company, through Duane Jones Company, Inc. have renewed Jack Swift and the News for Tuesday, Thursdays and Saturdays at 12:05 P. M. Johnny Boyer is the commercial announcer.

Paul Long has been notified that his contract has been renewed by the Studebaker Corporation, through Roche, Williams & Cleary, Inc. for Mondays, Wednesdays and Fridays at 6:05 P. M.



## Program Pulls Mail

Carter Ringlep, Assistant Manager of KMOX in charge of night operation reports that the "All Night Frolic," the new KMOX 24-hour broadcasting schedule which started October 11 has already reached a high degree of popularity as attested by the hundreds of congratulatory letters and telegrams received from listeners all over the United States and such far away points as Hawaii. Ringlep reports that orders for commercial participations are being received daily.

KMOX "All Night Frolics" starting at 11:35 P. M., CST and running continuously until 6 A. M. Monday through Saturday and until 2 A. M. Sunday is a Disc Show made up largely of Hillbilly and Western music with Irving Victor handling the emceeing and commercials.

KMOX, St. Louis, broadcasts on 1120 kilocycles, 50,000 watts, clear channel.

## 5,123 Entries in Contest

When KIXL Dallas offered a \$100-prize for the best group of "Think It Overs" submitted by listeners, more than 5,123 entries arrived during the two-week period. Station features the proverbs and bits of philosophy as station breaks: "Here's something to think about"—the thought—then, "Think it over," plus musical background.

## 7 Up Renews on WCOP

Showing its satisfaction with its program, the 7 Up Bottling Company of Boston has renewed its sponsorship of "Let's Read the Funnies" on WCOP and WCOP-FM, Boston. New contract is for 52 weeks.

Program, aired 8:30 to 9 A. M. Sundays, features Nelson Bragg reading the Boston *Sunday Globe* comics.

## GROUCHY GUS

(Continued from Page 8)

program arrangement, he also uses a small amount of newspaper advertising regularly.

Commercials on the show aim for immediate sales. The opening and closing commercials are straight sales language

with the middle commercial given in some foreign language with the pertinent facts in English. For instance, a Chinese will read a bona fide commercial in his own language, but will revert to English for the sponsor's name, his product, and any information about the product which the commercial department deems important enough to be read in English. Ideas of this type commercial is that "in any language our sponsor's product is tops."

Mail pull on the show has been tremendously indicative of the success and popularity of "Grouchy Gus." Byars has found that sales have increased noticeably since the show has taken to the airwaves.

Besides the clever nature of the program, its placement on the day's schedule puts it in a good spot for audience reception. It is preceded by Herb Schriener, a CBS airer, and followed by a local program of classified ads on the air. The pre-dinner quarter-hour is one which finds radios tuned on at home, and in the cars of home-bound working men. A smart and timely gimmick for an imaginative sponsor, it is doing the job it was cut out to do.

## AWARD WINNER

(Continued from Page 11)

story of allegory." Several PTA groups expressed "wholehearted approval of the series," and numerous mothers acclaimed the shows for their entertainment-plus-education value.

"Entertainment was the prime object," says writer Stern. "We wanted to take the curse off the so-called 'good' stories children are 'supposed' to read."

Judging from the response, "Days of the Giants" did all that and more.

## SPOTS MEAN SALES

(Continued from Page 13)

will be radio stations such as yours that will do it. During the past season we were on more than 60 stations. This coming season we can pick 30 and sell four times as many as we did.

"We have found that a 1,000 watt station can bring in better results than a large number of the 50,000 watt stations. It doesn't seem possible but it is true."

## OHIO FAVORITE (Continued from Page 9)

the best of the wonderful Disney records.

"Cousin Kay's Korner" has always gotten an excellent press. There's not an editor in town who, at one time or another, hasn't thrown a bouquet or two at Kay. School clubs, PTA organizations, church groups, and other civic organizations are continually requesting guest appearances. Kay is a very promotion-wise young man. To keep the kids listening and interested, Kay makes frequent tie-ups with kiddie magazines, conducting contests over the show whereby the contestants win the magazine.

Walter Kay deserves a lot of credit for keeping the show going along at such a high plane of kiddie entertainment when, unlike his other shows, it increases his income not a bit. Although he's never had a sponsor, he's spent a lot of thought trying to improve the show. It's literally a labor of love. Of course, maybe he should know the formula for entertaining children, he has three of his own.

The show is aired six days a week—Saturday mornings for pre-schoolers, daily for all ages, and Sunday for nine-year-olds and up.

---

## MEET THE MISSUS (Continued from Page 3)

the arterial highway traffic flow in front of the studios.

To assure continuing promotion in the areas outside of Los Angeles, the CPN Audience Promotion Department periodically sends to all stations special promotion kits containing pictures, mats for advertising and publicity purposes, show and sponsor stories and spot announcements, both written and recorded. The department also arranges for personal appearances before civic groups and organizations such as the Los Angeles County Fair in order to bring the program and its products before people who might not ordinarily see them.

Another phase of the Audience Promotion Department's activities for "Meet The Missus" is the direct mail and merchandising services of the network. A monthly "KNX Trade Talks" publication hits 3,200 retail grocery-drug outlets, while letters introducing new products on the show go to all available outlets. Special arrangements are also made for dealer and sales meetings on the client's behalf.

Since most products advertised on "Meet The Missus" are within the average family budget, all commercials are slanted for immediate sales. "Immediate sales" exactly describes the case of Interstate Laboratories, whose product, Oculine, was introduced on "Meet The Missus." The

response was so rapid that stunned company officials reported they had been forced to air express shipments into the Pacific Northwest to keep up with sales demand, a demand that showed a 300 per cent increase.

"Meet The Missus" also lends itself admirably to contests and other mail pulls. Sunnyvale Packing Company began their series for Rancho Soups with a label and coin mailpull and after 18 announcements over a six-week period they collected a total of 111,325 labels and a like number of quarters. At another time they introduced a Christmas card offer and in 18 days were flooded with 35,123 replies.

But the factor that pleases "Meet The Missus" staff and sponsors alike is the tremendous audience loyalty to products heard on the program. A common retailer reaction was summed up by the comment of a Los Angeles chain market operator—"Our customers mention 'Meet The Missus' regularly when buying Toni." Which quite matches the feelings of a Glendale, California housewife who wrote Emcee Ed East, "I hope all the things you advertise will continue to be as good. I subconsciously find myself buying them whenever I go to market."

And said the sponsor: "The program is obviously designed to help me 'Meet The Missus'."

# 1001

## RADIO PROGRAMS

### Syndicated Transcribed Script and Live Show DIRECTORY

the new ★

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*Indexed by  
Audience Appeal*



*Indexed by  
Subject Matter*



*Indexed by  
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*Indexed  
Alphabetically*

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BF-8



## *Your Business at a Glance*

★ What others in your business field accomplish through  
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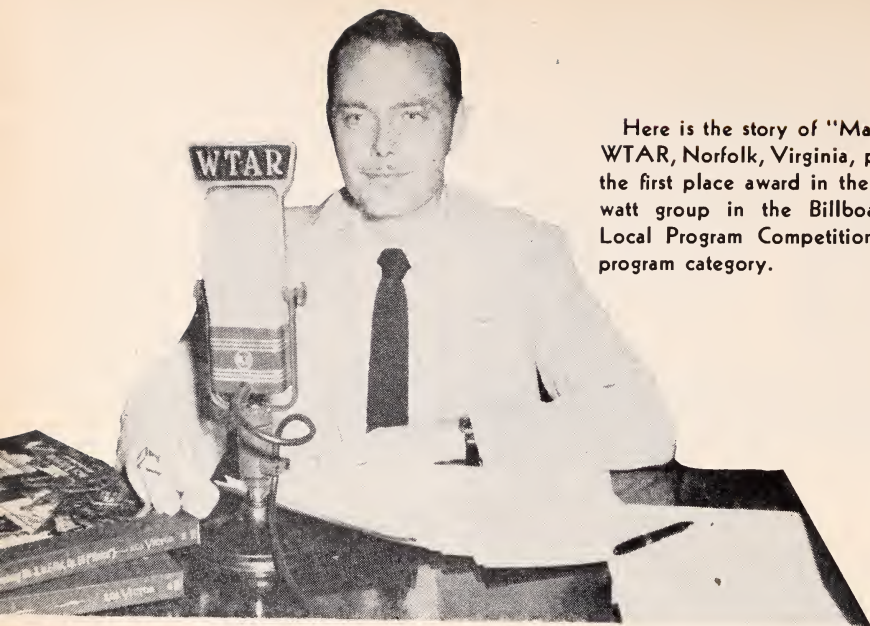
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**SUBSCRIPTION RATES;** United States and possessions \$5.00  
one year Canada \$5.50 Single Copies—50 cents Canada—55 cents.



Here is the story of "Magic in Musicland," WTAR, Norfolk, Virginia, program which won the first place award in the 5,000 to 20,000-watt group in the Billboard's First Annual Local Program Competition in the children's program category.

Fred Paul, announcer for "Magic in Musicland"

# FIRST PLACE

---

**AIR FAX:** Ingeniously written classical music show wins first-place award in Billboard's First Annual Local Competition in children's show class.  
**First Broadcast:** February 7, 1948  
**Broadcast Schedule:** Saturday, 5:30 P.M.  
**Station:** WTAR Norfolk, Virginia  
**Preceded by:** "Catholic Hour"  
**Followed by:** "King Cole Trio"  
**Power:** 5,000 watts  
**Population:** 144,330

---

Classical music made easy listening for children was the basic principle used in the formulation of "Magic in Musicland" and it was a combination of cleverly-scripted commentary along with good music that won for this show first place award in the Billboard Competition.

Broadcast over WTAR at 5:30 on Saturday afternoons, the series ran for

thirteen weeks without commercial sponsorship. The entire series was conducted as a project of the American Association of University Women at Newport News with Agnes Nolan, a graduate in radio and music from Columbia, and a member of that organization, preparing all the scripts. It was narrated by a WTAR staff announcer, Fred Paul.

A typical program takes an outstanding, easy-to-listen-to piece of classical music. The William Tell overture is an example of the kind of work somewhat familiar to most children. Engagingly and in simple, colorful language, the announcer proceeds to tell the story of William Tell against a background of Rossini's beautiful musical interpretation of the Swiss incident. Language used by the narrator is imagina-



tive and appealing to the fantasy-loving minds of young boys and girls and the author has capitalized on that almost universal quality. New stories of mystery and magic and music woven together like a great tapestry with figures of kings and princesses and magicians in the foreground are what the young, inventive mind desires and the author makes sure that is what they receive as the program progresses.

Educationally, the program uses the device of relating the unknown to the already known. The narrator takes his audience through terrain with which their geography and history lessons have made them familiar. He appeals to their love of adventure and romance and courage. And in the case of William Tell, he points a moral—the injustice of a Swiss tyrant.

Meanwhile, children are hearing the

for example, the question posed was: What musical instrument did Rossini use to represent the long Alpine horn—the horn that played the cowboy yodel? Was it a trumpet, a violin, an English horn, a piano? Along with the answer, listeners were asked to send a short letter each telling his age and grade at school, his favorite story book and what he liked best in music. Any questions that listeners had would get an answer from the program directors. Eventually, all members admitted to the Musicland Club were permitted to enter a contest, the prize for the winner to be an album of records.

Judging from the response in favorable fan mail which the program received, the program had excellent reception and was certainly deserving of the award it received in the Billboard competition. The

# CHILD'S SHOW

music which tells the story via a harmonious combination of woodwinds and reeds and strings and the changes in tone and depth and melody take on meaning for them as they listen. Association between music and the drama behind the music takes hold of the listener.

Program is appealing to all age groups, for parents as well as children can get a lot out of listening to this kind of production.

To encourage further the interest of boys and girls in classical music, the American Association of University Women at Newport News started an innovation for listeners, called the "Musicland Club." To join, prospective members had to answer a question which pertained to the music presented on the program. When the William Tell Overture was presented,

show serves a two-fold purpose, for it is educational as well as entertaining. It serves up in very palatable form what many children are afraid is a bad-tasting medicine. They are pleasantly surprised at the flavor it adds to their lives and parents are pleased because their children are getting a classical background in music and begging for more.

So favorable has that response been that plans are being made to put the show on a commercial basis and the station is talking to a few potential sponsors now.

Success of the show demonstrates that children can be interested in better music simply by utilizing the stories of opera and other musical compositions with recorded musical illustrations along with a spark of imagination to give fire to the whole production.

# LERROY MILLER



LERROY MILLER

## A-1

## SALESMAN

---

**AIR FAX:** LeRoy Miller sells himself and products via a unique early morning musical clock format.

**First Broadcast:** 1937

**Broadcast Schedule:** Daily, 7 to 8:45 A. M.

**Station:** WFIL, Philadelphia, Pa.

**Sponsor:** Cooperating

**Power:** 5,000 watts

**Population:** 1,931,334

---

Take one of the most successful radio entertainers in the business and offer his program for sponsorship on a participation basis whereby a number of advertisers can capitalize on his salesmanship. Together, you'll have the two most important ingredients for the recipe which has made Philadelphia station WFIL's "LeRoy Miller Club" one of the most outstanding local radio shows from the standpoint of both sponsor and listener.

LeRoy Miller is the personality who puts his show at the head of the list as far as early morning radio menus go. LeRoy Miller is the dynamic personality who has been giving radio listeners an hour and a

half of his top-rate brand of humor every morning. And they beg for more. Currently he mixes his especially potent formula from 7 to 8:45 A. M. and most of the time WFIL has to say, "Sorry, sold out," to would-be sponsors.

What makes the "LeRoy Miller Club" so different from other morning mixtures? The simple answer is the antics of LeRoy Miller.

He starts off with the usual musical clock, disc jockey routine. Then he injects his personality—the one that has spelled 13 successful years for him in Philadelphia. He does his own commercials for the most part, lightly, seriously, in a dialect, or in whatever manner he feels will sell the best and the most. Most sponsors request his personal treatment. Amid dosings of time signals and flavorings of recorded music, Miller tosses in general chatter on weather, the news, and sports tallies. He always manages to plug a worthy cause or two each day.

What can Miller sell? Just about everything. Among his current sponsors—buying five, ten, and 15-minute slices of his show—are firms selling patent medicines, clothing, automobile sales and service, food



Schools, clubs, church groups and civic organizations frequently call Miller to their gatherings. Here, he is honored by students of the H. L. Reber High School, Vineland, N. J.

products, eye-glasses, pork products, razors, butter, cold remedies, and home appliances.

For the record, portions of the program are sponsored by: Block Drug Company, American Home Products, Breakstone Butter, Gem Safety Razors, Realemon, Ritter Food Products, Nittinger Ford Company, Groves Laboratories, Bond Clothes, Roberts Pork Products, Vic Hendler (home appliances), and Commonwealth Opticians.

Sponsors feel that Miller has done an outstanding job in promoting their various types of merchandise. L. E. Benson, with the Vic Hendler firm, says that many people have come to them to purchase appliances and identified themselves as members of the "LeRoy Miller Club." Hendler also has used Miller as emcee at a \$1,000 give-away in a movie house.

Silas Lakin, manager of Bond Stores, Inc., Philadelphia outlet, reports that his firm has been using radio for two decades. The Philadelphia store has sponsored a portion of the Miller show since it opened in 1937.

"From time to time we have promoted

various types of merchandise through the medium of the LeRoy Miller Show with very gratifying results," Lakin reports. "Benefits were so numerous that we have continued with Mr. Miller up to the present date."

Lakin adds that conclusive tests have proved that "Mr. Miller was doing a job for us."

And therein lies the partial secret of Miller's success. He builds his own audience off the air. Years ago he started conducting "Evening in Hollywood" benefit shows for civic and welfare groups in the Philadelphia area. Schools, industries, and clubs frequently call upon him to serve as master of ceremonies for special functions. Miller also sparks the Saturday morning "Breakfast at the Click" program for Parkway Bread over WFIL. Hundreds of local women pack the famous restaurant each week to see and participate in the show, which recently celebrated its first anniversary.

Miller's formula, in fact, clicks everywhere. On his air show he never forgets to

(Continued on Page 29)



# Prizes Go To Bride of the Week

---

**AIR FAX:** Bride of the week show sells home furnishings to large New England area.

**First Broadcast:** December 6, 1948

**Broadcast Schedule:** Monday through Friday, 12:45 P. M.

**Sponsor:** Michael J. Sullivan Furniture Company

**Station:** WLAW Lawrence, Massachusetts

**Power:** 50,000 watts

**Population:** 84,323

**Preceded by:** Jack Stevens, news commentator

**Followed by:** "The Music Box"

---

The familiar refrain of "something old, something new" has taken on a new and profitable meaning for the Michael J. Sullivan Furniture Company, sponsors of the "Bride of the Week" show over station WLAW and WLAW-FM in Lawrence, Massachusetts.

The largest furniture establishment in the thirty-four communities which comprise Essex county, the sponsor has found this type of program the ideal medium for his merchandise. This kind of sponsorship is most effective for the furniture business because most brides-to-be have the feeling that the success of any marriage depends in a large part upon the well-organized, happy, and comfortable home. The furniture company's services include every kind of facility for the homemaker with the exception of advising the bride how to toast bread without burning it.

No attempt is ever made to effect immediate sales. Rather, the trend of the program moves toward the institutional variety. With a business background of sixty-one years and a reputation for fair and honest public dealings, the sponsor makes sure that everything in the show must conform to good taste. Commercials stress the conversational tone that might very well draw its delivery line along the

pattern of a man telling his wife about something he saw at the Sullivan store.

The Sullivan Company does not direct its advertising only to residents of Lawrence, where its store is located; rather, it aims to reach brides-to-be in all parts of Essex county, which means thorough coverage of a large territory with their advertising outlay.

Broadcasting daily, Monday through Friday at 12:45 P. M., has been proved to be the most effective period for the show, judging from results so far. A sponsored news commentator, Jack Stevens, who broadcasts from the Boston studios of the station, precedes the show at 12:30, and it is followed by "The Music Box" a program of recorded music which also enjoys wide appeal.

Universal appeal the "Bride of the Week" program offers to its listeners is based on the fact that although the old bridal adage of "something old, something new" may not date all the way back to the first days of man, it does impose a kind of sentimental influence on romantic brides who feel that observance of the belief makes for a happy start in married life.

With this idea and definite visions of the part physical surroundings play to make the marriage picture a rosy everafter, Sullivan Brothers has produced a program which is of immeasurable advantage to listener and sponsor alike.

Capitalizing on this theme, Hugh Webster Babb, who handles the reins as master of ceremonies, designed the show, produces it, and gives every phase his personal supervision.

Always sticking to the principle that the spirit of the broadcast must be in keeping with the reputation and dignity of the sponsor, the format planned by Babb includes the reading of poetry touching upon

Marilyn D. Leaver, Lawrence, Massachusetts, first to be chosen as "Bride of the Week" in the WLAW series sponsored by Michael J. Sullivan Company, furniture establishment. With her is Hugh Webster Babb, master of ceremonies. Winner is shown with \$125 in gifts awarded each week on the program



life and the home, backed by recorded music and comment upon the types of merchandise available at the sponsor's establishment. Further boosting sales is achieved by moving microphones from WLAW each Friday right down to the Sullivan store and broadcasting the bridal-tinted tales right from the store itself. This gets a good-sized audience entrenched right at the scene of the happy-homemaking campaign.

Promotion before the debut of the show consisted of a series of spot announcements directing their cupid-minded darts at brides-to-be, their relatives and friends. The fact that the "Bride of the Week" would be chosen by letters mailed to WLAW was emphasized. As a follow-up, station-sponsored advertisements were published in the local newspapers.

Promotion plus an award of \$125.00 each week to the lucky bride hit the center of the target for the new program. The future wives, their friends and relatives didn't let the grass grow under their feet in the race for the thrill of being chosen.

Emcee Hugh Babb interviews the winning bride, getting all the details regarding her wedding plans, the name of her bridegroom, best man, bridesmaids and others participating in the nuptials. Where she is getting married, facts about her honeymoon plans, home or apartment, and the extent of her trousseau are also discussed. She is then presented with her array of gifts, a hope chest topping the assortment each week. As master of ceremonies, Babb displays a particularly effective adaptability to this type of program as he combines his deep bass voice, excellent diction, and knowledge of poetry into a harmonious combination.

Radio is not new in the advertising

schedule of the Michael J. Sullivan Company. This firm was one of the first to sponsor programs on WLAW shortly after it went on the air for the first time in December, 1937. At that time, the Sullivan Furniture Company sponsored a sidewalk participation show in which prizes were awarded for correct answers to a series of questions.

During the past few years, the firm has concentrated its advertising expenditures on newspaper advertising, centering principally in publishing daily ads of size in local papers. The apparent success of their previous radio advertising policies was indicated when the overture to the firm to sponsor "Bride of the Week" was favored with a quick and enthusiastic response. So now "something old, something new" began getting an additional dressing-up as a result of the program.

On the air for the first time on December 6, 1948, the program is now broadcast over WLAW-FM, 50,000 and 20,000 watt stations respectively. Although the Sullivan Company is located at 225 Essex Street in Lawrence with display windows surpassing those of any other establishment in length, it does not direct its selling

(Continued on Page 29)





M. E. Harlan, "Light and Mellow" advertising agent; William Baker, president of Regal Amber Brewing Company; Herbert H. Kirschner, senior vice-president of Advertising Association of the West with Vancouver Trophy

## LIGHT AND MELLOW WINS TROPHY

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**AIR FAX:** "Light and Mellow" a theme, a selling philosophy, and a way of life.

**First Broadcast:** April, 1942

**Broadcast Schedule:** Tuesday, 7 to 7:30 P. M.

**Station:** KNBC San Francisco, California

**Sponsor:** Regal Amber Brewing Company

**Power:** 50,000 watts

**Population:** 634,530

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"Light and Mellow," that's the name of a radio show—but it's even more than that. It's the theme of the show—it's the selling philosophy of the commercials—it's the tempo of the musical selections. In fact, it's almost a way of life.

Better than all that, "Light and Mellow" is superlative showmanship—and that's

not just the producer or the advertising agent talking.

"Light and Mellow" is a proven example of what can be done with a simple, basic formula and a little showmanship. It's proof that a prize winner is on top of the heap not necessarily because it is something new, but because it pleases.

"Light and Mellow" is a prize winner. The Advertising Association of the West has honored the show by giving it the Vancouver Trophy. That trophy signifies that "Light and Mellow" did the best job of radio advertising in eleven western states, and western Canada.

The half-hour program is sponsored over KNBC, San Francisco, at 7 P. M. on Tuesdays by the Regal Amber Brewing Company of San Francisco.



Like their program, Regal Amber's product is known as "Light and Mellow." The program has made the people of Northern California conscious that "Light and Mellow" means Regal Pale Beer. Regal Amber's President, William P. Baker, says, "There isn't any doubt about sales resulting directly from our show."

That, of course, is the desired result of the show—but it's a result that was gained not by accident, but by careful planning and study.

At the outset both Regal Amber and the company's advertising agent—M. E. Harlan—held the conviction that the number one beer market is in the home. Both believed in radio as the medium which will reach the most homes with the right kind of selling message.

With that in mind, Regal Amber first sponsored Herb Caen, a San Francisco newspaper columnist, in 1939. That program ran on KPO, NBC's fifty-thousand-watt station in San Francisco, from 1939 until 1942, when the columnist entered the armed forces. Herb Caen's show was supported by a series of transcribed musical spots on several San Francisco stations.

After the Herb Caen program went off the air—in April, 1942—"Light and Mellow" went on the air in its present spot on KPO (now KNBC). The program was heavily promoted at the beginning by the National Broadcasting Company, because it coincided with the opening of the NBC's new million-dollar Radio City in San Francisco.

"Light and Mellow" is now occasionally plugged in one column, five-inch ads on newspaper radio pages. Other than that, the only plugging is done by the artists of the show, in personal appearances.

Regal Amber is a heavy user of outdoor advertising, as well as other media, but the success of the "Light and Mellow" slogan is directly traceable to the "Light and Mellow" show. However, the company also supports it with a heavy schedule of station break announcements over fifty radio stations.

"Light and Mellow" is the brain-child of M. E. Harlan, head of the San Francisco advertising agency which bears his name. When the show was built in 1942, it was felt that Regal Amber needed a program with a wide general appeal—one which would appeal to all ages. It was felt that

"Light and Mellow" cast around microphone.  
Left to right: Hal Wolf, Whistling John Schuler,  
Lois Hartzell, Armand Girard



it must make enjoyable listening for the entire family.

That thinking led, naturally, to a musical format—but not an ordinary one. That's where the "light and mellow" comes in—for that's the description of the type of show that was wanted. That finally set the theme for the program—and gave the show its name.

The show was molded, at the direction of Mr. Harlan, to the "Light and Mellow" label of Caryl Coleman, who was the first producer of the show. Coleman has since been succeeded by Sam Dickson, top-flight KNBC producer.

Harlan still keeps his hand in the production of the show. He dictates all matters of policy on construction and production. He works with the producer in all rehearsals and okays all continuity and programming.

Any changes that have been made in the show have been designed to keep the show moving—a change of emcees, augmentation of the orchestra, the addition of new talent and an occasional guest star. These things have been done only to achieve variety—not to change the show—or the theme of "Light and Mellow." Much of the show's success is directly traceable to the featured star—"his mellow majesty: Armand Girard." Girard's deep baritone voice is as much at home with a pop novelty tune as with a ballad. It lends itself as well to his now famous "Light and Mellow" commercial as to a melodic classical song.

Lois Hartzell is another featured "Light and Mellow" star. Her fine soprano voice is a perfect contrast to Armand Girard's baritone. She is a "Light and Mellow" discovery—and her voice has captivated even the most critical. Lois Hartzell is now a regular performer with the San Francisco Opera Company.

In addition to these two top stars the show has used a long list of other talented voices. Peggy Lane, who once held a featured spot on "Light and Mellow," was picked from the cast for the lead in the national company of "Oklahoma!" Clara-mae Turner, who preceded Peggy Lane as the featured singer, is now one of the stars of the Metropolitan Opera Company.

Another artist who is featured on "Light and Mellow" at present is "Whistling John" Schuler. His whistling version of popular songs is one of the high spots of each week's show as far as the audience is concerned.

"Light and Mellow" has brought many new hit tunes onto the air. Glen Hurlburt, the brilliant blind composer, was on the cast of the show for more than a year. He composed many songs for "Light and Mellow"—and these are now among his most popular novelty tunes.

"Light and Mellow" is blessed with two master craftsmen on the production side—Sam Dickson and Tony Freeman. Dickson is a radio veteran whose sparkling copy and innate sense of showmanship is an institution in Western Radio. Tony Freeman is the musical director—and his work need only be heard to be appreciated.

The choice of music for "Light and Mellow" is one of the most painstaking parts of the production. It's picked for its appeal, for appeal is the watchword of the show. All types are used—classical, popular, and novelty. But they are not used for their popularity or their classical status alone. Popular music must be melodic and in keeping with the mood of the show. Classical music must be melodic, too—and lend itself to popular arrangement.

That's why the best arranging talent in KNBC's musical staff is pressed into service for "Light and Mellow." Grieg McRitchie and his Satin Swing has just the right touch for popular appeal—and none of the syrupy sameness of many arrangers. Each week the program features a concert arrangement for piano of a popular number—done in the superb fashion of the orchestra's pianist, Frank Denke.

"Light and Mellow," too, is the voice of Hal Wolf, KNBC's assistant program manager, who is the show's announcer. That's just another case where careful selection maintains the "Light and Mellow" theme.

That formula is followed, too, in the commercial message of the sponsor. The advertising agency, with the approval of its client, the Regal Amber Brewing Company, keeps a rigid limit on the length of

(Continued on Page 31)



# Postal Card Pastime Cheers Crippled Children

The summer pastime of mailing vacation postal cards has evolved into a twofold promotion stunt at WFBR, Baltimore, Md. During the recent summer vacation period emcee Henry Hickman asked his listeners to send him picture cards from wherever they vacationed. Cards have come in from every one of the 48 states, and many picturesque places outside the borders of the United States.

In addition to being a good reminder of "Club 1300" while the listeners enjoyed their vacations the cards will provide many happy hours for the kiddies in Baltimore's Happy Hills Convalescent Home for Crippled Children. The seven thousand

odd picture postal cards were presented to the home after a complete survey was presented to "Club 1300" listeners.

A breakdown of the cards shows that "Club 1300" listeners preferred places north of the Mason-Dixon line by a slim majority of 83. The majority of listeners did not stray far afield: 814 Marylanders vacationed within their state; 627 went to New Jersey; 415 in New York state; 376 in Pennsylvania and 347 in Virginia. The most popular vacation spots were: Atlantic City, 370; Ocean City, 323 and Betterton, Maryland, 201. Cards from the seashore totaled 1,919; from the mountains, 988;

(Continued on Page 29)



Children of Happy Hills, convalescent home, find amusement in the thousands of postal cards received by WFBR, Baltimore, Maryland



Realizing that to increase spot sales in the Huntsville area, local clients would have to be given something tangible, something they could not only hear but also feel, WHBS in Huntsville, Alabama, has inaugurated a new program called "The Magic Word."

The idea is that somewhere inside each of the commercial messages a "magic word" is spoken. That word could be "price," it could be "money." Definite clues are given and the listener is challenged to identify the day's "magic word." Here is an ingenious way of getting the prospective customer to pay careful attention to just what the advertiser has to say. No switching off dials by bored listeners when the commercial message is given. Instead, it is at this point when they drop everything to listen alertly to the clue which may mean their getting a nice amount in money awards.

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**AIR FAX:** Local give-away program employs a unique feature to increase spot sales among retail accounts.

**First Broadcast:** November 8, 1948

**Broadcast Schedule:** Monday through Friday, 11:30 to 12:30 A. M. and 2:30 to 3:00 P. M.

**Station:** WHBS Huntsville, Alabama

**Sponsor:** Ten cooperating, non-competing firms

**Power:** 250 watts

**Population:** 45,000

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In charging for the program, the one-time spot card rate is billed plus fifty cents. With ten firms acting as participating sponsors this fifty cents from each makes up the five dollars awarded the winning contestant each day. If there is no winning contestant, the prize is increased by five dollars the next day. Of course, the sponsors are still limited to their fifty cent outlay and need not make any further expenditures for the show.

Every attempt is made to throw the credit for the program to the firms participating in it. Every participating company receives a placard to place in his window stating that he has entry blanks in for those interested in the program.

That feature is another outstanding

# Program

advantage to the sponsors of the show. A supply of application blanks is left in each of the local stores. This form is labeled: "Register me for the Magic Word Program." It calls for the person's name, telephone number, date the application was filed and at which store the application blank was received. Another application blank was made up later when the station realized that the first form excluded those possible contestants who were without telephones. The second blank was similar to the original one but called for a direct attempt to name the "magic word." The applicant would fill in the line which said: "I believe the "magic word" is .....". That form would then be signed, dated, and sent to the station with a note at the bottom as to where the application blank was received. Radio listeners get their opportunity in a different way. Three phone calls are made at the half-hour morning period of the show and three phone calls are made during the half-hour afternoon period. Each listener called is asked if he or she can identify the "magic word." The first person doing so wins the money in the jackpot.

Three times on the morning program which is broadcast from 11:30 to 12:00 and three times on the afternoon program from 2:30 to 3:00, all 10 firms participating in sponsorship are identified. All listeners are encouraged to pick up their blanks from the sponsoring firms. Use of these blanks gives the sponsor a great amount of store traffic which is something he can see and feel is the result of his radio advertising. The fact that the "magic word" is contained in every sponsor's message assures the client that regardless of all else, he knows he is buying a spot announcement each day that will be listened to very closely.

Sponsors, who are Fowler and Chaney Clothing, Twickenham Pharmacy, Uptain's Footwear, Mason Furniture, Giles

# Ups SPOT Sales

Coal Company, Radio and Appliance, Hill-Davis Supply Company, Bryson Studios, Lewter Hardware and Star Markets, have all expressed satisfaction with the program. One sponsor in particular, Twickenham Pharmacy, maintains that it was due to this program that his Christmas business was at a record high—far above

supplied application blanks to more than three winners.

Direct contact between sponsors and winning contestants is one more advantage achieved by the format of the "magic word" show. In the event of winners, the check to the winning contestant is presented not by the radio station but by the

One of the winners on "The Magic Word" program over WHBS, Huntsville, Alabama. Checks are presented to persons identifying the magic word by the sponsor who supplied the application blank for the show. Ample publicity is thus given the sponsor, as The Huntsville Times carries pictures of the different firms as they present checks to contest winners. The "magic word" is contained in every sponsor's message on the program



anything he did last year or the year before. The program does not permit competing firms to participate.

Through the WHBS newspaper affiliation with the Huntsville Times, ample publicity can be given to the program. At least one picture is printed from each of the different firms as they present checks to contest winners. So far in the experience of the program, no sponsor has hogged the winning list in supplying application blanks. First winner was from one firm, the second from another firm, the third from still another and so on. Only one firm up to the present time has

firm who supplied the application blank. Originally, all clues were forwarded to the firms participating in the program and not given on the air. However, as one client, Uptain's Footwear, pointed out, personnel would be busily engaged in fitting a pair of shoes on a customer prior to a sale when the telephone would ring and he would be called to give out the clue on the "magic word." Since this tended to prevent rather than boost the number of sales, a new system was inaugurated. Clues were given out on the air and listeners were told they could double back

(Continued on Page 29)

# GADGET JURY

## AIRS ON KFWB

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**AIR FAX:** Gadget Jury discusses new products on Los Angeles program.

**Broadcast Schedule:** Half-hour Sunday afternoon

**Station:** KFWB, KTSL, Los Angeles, Calif.

**Sponsor:** Gadget-of-the-Month Club

**Power:** 5,000 watts (KFWB)

**Population:** 2,904,596

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Every Sunday afternoon two men and two women gather around a table in the conference room of the Gadget-of-the-Month Club building in Hollywood, California. Presiding over this forum of the "Gadget Jury" is Mr. Don L. Davis, coordinator of the Gadget-of-the-Month Club. Their decisions on submissions of new products for home and personal use, broadcast over radio station KFWB and over the Don Lee television station KTSL, may make or break the hearts and pocket-books of the hundreds of inventors who

Don L. Davis of "Gadget Jury" show. He is coordinator of Gadget Industry of America



besiege the building every month in an attempt to get their inventions accepted for manufacture and distribution.

Inventors usually cool their heels for hours, days or even years in the ante-rooms of big business, often without getting a hearing. They wear out tons of shoe leather. This half-hour broadcast once a week does away with that. It is the quickest and easiest way in which an inventor can get consideration for his brain child. He tells what his invention is and does. The members of the jury, a typical man and typical woman consumer, a manufacturer and an expert on marketing and merchandising, tell him—and thousands of listeners—what they think of it. If they like it, and if it stands up under exhaustive tests, then a manufacturer gets a sample order of 15,000, which are mailed to a carefully selected cross-section of members of the Gadget-of-the-Month Club as one of their monthly gadgets. If eight out of ten of those 15,000 critical but receptive consumers are enthusiastic about the gadget, then the manufacturer gets a minimum order of 100,000 units and the inventor is on his way to a small fortune.

The mail man never passes the Gadget-of-the-Month Club building. He usually leaves from eight to a dozen packages with postmarks from all parts of the world. Some are manufactured products, others the only models in existence, others merely blueprints or ideas. But all are sure of strict scrutiny and a hearty approval if they have merit. Their inventors then are summoned before the gadget jury radio program. If their gadgets are photogenic, especially with moving parts, they are selected for the television program jury the following week. And many strange objects find their way up to Mount Lee high above Hollywood on Wednesday nights for the 8:30 program.



Don L. Davis, moderator of the "Gadget Jury," is considered the foremost authority in the country on the merchandising of new products. He's an advertising man from Chicago who saw the possibilities of selling the ingenious new products of the fertile American inventive mind by first getting them into the hands of the consumers, then relying on their enthusiastic word of mouth advertising. For the first time in merchandising history he has succeeded in selling new products, sight unseen, to hundreds of thousands of Americans, making them pay in advance for articles he won't describe or tell them about, and then when they expect to be thoroughly swindled they turn out to be his best salesmen.

These otherwise-sane citizens skeptically but cheerfully send their dollar bills in advance for six gadgets. They are merely promised that they will receive one a month for six months, that the gadgets will be brand new, patented, handy, ingenious, practical articles for the home or personal use, which cannot be bought anywhere else, and that the combined retail value of the six gadgets will far exceed one dollar or their money will be refunded. So they fall for one of the oldest gimmicks of advertising—"double your money's worth, or your money back"—but instead of denouncing themselves afterward they are so delighted that they constitute themselves a tremendous membership committee to enroll their friends and relatives in the Club.

The story of how the Gadget-of-the-Month Club is able to lose money on its members, yet make fortunes for the manufacturers behind it, began with an idea in the brain of a little Iowa farm girl in 1942. Mary Lou Moffitt was in charge of advertising for a company which could not sell its appliances because consumers had never seen or handled them.

Miss Moffitt reasoned that if it were possible to get new products into the hands of enough consumers to create word-of-mouth advertising—the most sincere and persuasive kind—they could be introduced and sold more successfully and economically. She tried to convince her own firm to try it. They refused. However, she did sell them on grouping with 22 other manufacturers of new products to finance the



Mary Lou Moffitt, president and founder of Gadget-of-the-Month Club, demonstrates gadget which opens cans and bottles, cracks nuts, juices fruit and has a dozen other uses.

idea. So they formed the Gadget-of-the-Month Club—a huge international sampling organization to introduce one new product each month. The cost of a Trial Membership was set at \$1.00, for six months, and the Annual Membership at \$5.00, for 12 gadgets, some of which were to be larger and more valuable than those sent to trial members.

One of the original purposes of the 23 manufacturers was to market their own products exclusively, but the thing soon got out of hand. In fact, it ran away with itself. The GMC was launched in the spring of 1947 with a modest advertising appropriation in science magazines and direct mail pieces. While the general consuming public was slow to catch on the inventors were not. Soon it seemed that every mechanical genius in the country had heard about the Gadget-of-the-Month Club and wanted—not to join it primarily—but to sell his gadget to it. Every day's mail brought new inventions—some of them crude—or the only sample in existence—many of them were more ingenious or easier to market than some of the products of the 23 manufacturers, with the result that they now supply only 11 per cent

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# Pearl Baum Says

**AIR FAX:** Lively morning commentary by woman with varied career proves successful formula for national and local sponsors

**First Broadcast:** September, 1947

**Broadcast Schedule:** Monday through Friday, 10:15 to 10:30 A. M.

**Sponsor:** Cooperating

**Station:** WCSC Charleston, South Carolina

**Power:** 5,000 watts

**Population:** 71,275

**Preceded by:** News of the Movies

**Followed by:** Arthur Godfrey

Right kind of personality on the right kind of program usually makes a sure-fire hit for any sponsor. Using that formula, a group of cooperating sponsors, mostly national product manufacturers, have placed on the air a show featuring Mrs. Pearl Baum, one of the most versatile and gifted members of station WCSC in Charleston, South Carolina.

Written and presented by Mrs. Baum, the program's effectiveness is measured by the wide scope it covers. Because conversation between Mrs. Baum and the program announcer includes every con-

ceivable topic from how to stop junior from sucking his thumb, through recipes, housing, raising of children, parties, character traits, advice of all kinds, household hints, appeals for CARE, TB and Red Cross funds, to world affairs, the kind and number of listeners is unlimited.

Cooperating sponsors have found that Mrs. Baum's type of advertising has brought customers flocking into their stores, or on the national scale, begging for their name products. Success of her apparently magic sales talk has sold sponsors on radio as an advertising medium.

Called "Pearl Baum Says," the show features commercials woven right into the script. The plan is for the subject under discussion to build right up to the commercial, so that it doesn't sound like advertising, but rather like a part of the general, casual conversation. Participations are approximately 150 words. They are sold at a flat rate.

One of the biggest advantages for the original sponsors of the WCSC show was the little outlay needed for advance publicity for the show. Mrs. Baum's previous



experience and reputation for lively, amusing material of universal appeal made big promotion stunts unnecessary. The only publicity given the show was a comment once or twice in the *Dialetter*, an advertisement written by the station about its schedule of programs. Director of Women's Programs for this station, Mrs. Baum pens a Sunday radio column in the local *News and Courier*. In a sense, this was additional publicity for the new show. The program in its present form went into production in September of 1947. Immediate sponsorship was obtained.

Beginning at 10:15 A. M., Mrs. Baum and her assisting announcer talk for fifteen minutes in light or casual style or seriously and with authority when the subject so demands. Always, Mrs. Baum's statements are succinct and pertinent to the events of the day.

Mondays, Wednesdays and Fridays are the broadcast periods devoted to the participating sponsors, who are mostly national. Avoset, Fleischmann's Yeast, Tintex Dye, and a local sponsor, Houghton Appliance Company, furnish the advertising for those three days. Until they bought time on the Pearl Baum show Houghton Appliance Company had not been happy, did not feel they were getting their maximum in advertising efficiency with radio results. Since the inception of the program, however, they have had a definite increase in sales.

Avoset representatives have written to WCSC, commending the program for its excellent air checks and script material. In a letter to WCSC from McCann-Erickson, Inc., representatives for Avoset, they say "... the air check and the scripts of the first Avoset participation on your station have arrived and we have checked them carefully. We think the air check was fine and the script material was excellently done. If future broadcasts for Avoset on your station are as good as these, we shall certainly be pleased. Will you please compliment the writers on the fine job they are doing ..."

Tintex had used WCSC time for a number of previous years with a series of

spasmodic announcements campaigns. The new show, they have found, is 'the ideal medium for winning over doubtful listeners to their product. Tintex sponsors have written to Mrs. Baum and said "... As you know, sponsors and agencies sometimes do a great deal of complaining and it is, therefore, only fair that with the good job you have done, we should let you know about it ... We are very happy about the announcements you have been making for Tintex and know if there are any doubtful listeners you will surely win them over ..."

Format for the Tuesday and Thursday shows varies to some extent. These days are sold to one of the South's most prominent and reputable jewelry firms, James Allen and Company. The Tuesday show differs in that Mrs. Baum, instead of talking over various subjects, reads plays, stories, poetry, letters, essays, and other appropriate material. Her choice of reading matter is made in connection with the day, week or season of the year. On Thursdays, Mrs. Baum interviews some outstanding person in Charleston. Since she has had requests from New York and Washington for interviews, she does occasionally interview some celebrities who come to Charleston on some other day if necessary. James Allen and Company has used radio for approximately ten years, attempting a number of program ideas, chiefly classical music in the evening hours, but they have found Mrs. Baum's formula more resultful than any other feature.

Sponsors of almost any product could be well-satisfied with a show of this type. Mrs. Baum's past experience as a teacher, librarian, secretary, writer of fiction, and translator have given her a wide background—a background which enables her to speak authoritatively and convincingly on any topic. Part of her education was received abroad in England and France and she has also taught at the University of Porto Rico. With that kind of diverse, action-packed career behind her, Mrs. Baum can talk about just anything to just about anyone. So the program gets

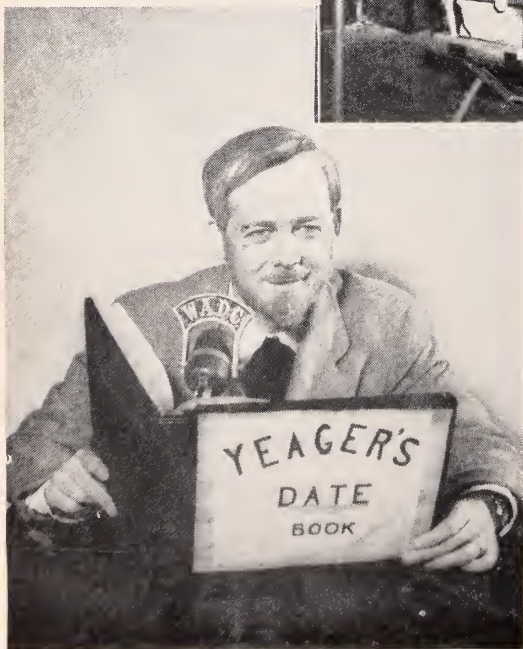
(Continued on Page 32)





# SHOWMANSCOOPS

If you have pictures of unusual and outstanding promotion and programming projects, send them to Showmanscoops, "Radio Showmanship" Magazine. The five best photos received each month will appear in this section.



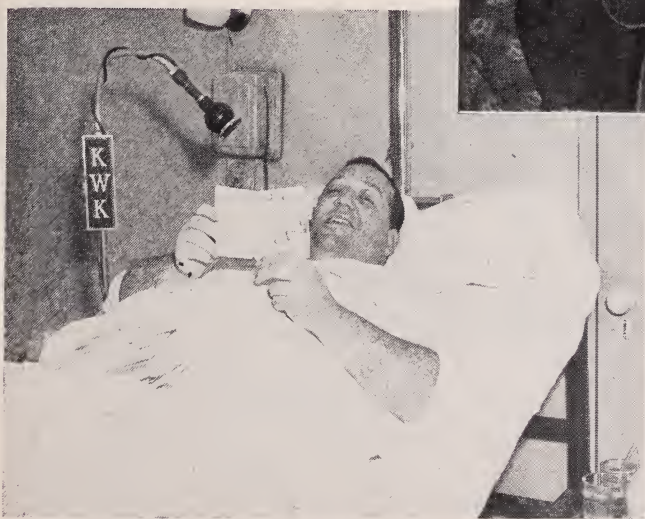
Dutch Isensee, owner of the Sports Shop in Red Bluff, California, was so impressed with the holiday singing of the Spartans Male Quintet at the Red Bluff High School, that he sponsored a special series of Christmas programs for these boys on station KBLF.

In the front row are Isensee and Miss Donna Phipps. Grouped around the microphone from left to right are Sylvester Flores, Danny Osborn, Edwin Bossie, Eugene Hinkle and Fred Hayes.

Every morning at 8:45 on WADC Akron, Ohio, good-natured Uncle John (Simpson) opens his big Date Book and congratulates all the listeners who are celebrating birthdays or anniversaries. Yeagers, Akron department store, sponsors the feature.

Uncle John enjoys heavy mail response and admits that most people still like that "human touch" and want to hear their names on the air.

Eleven - year - old George Krimm, McKeesport, Pennsylvania, with his dog, Pal, and his invalid mother. George received the dog from the Western Pennsylvania Humane Society of Pittsburgh as a result of a letter he wrote them. Since he had to spend his after-school time with his mother, he wanted a dog to play with. He heard about the dog on "The Animal World" sponsored by Chrysler dealers in conjunction with the society.



This is Ed Wilson, KWK staffer in St. Louis, Missouri, who is shown recovering from a recurring back injury at St. Luke's Hospital in St. Louis. Wilson broadcast two shows daily while flat on his back for a period of several weeks.

The photo shows Wilson during a broadcast, reading one of the numerous cards sent by his listeners wishing him a speedy recovery.





## AIRING THE NEW

### "Baby Talk" New Show

Jerry Lee, program and production manager of WOAI San Antonio, Texas, has announced a new program, "Baby Talk," scheduled for the 8:45 A. M. time slot on Saturdays. Designed to appeal to women and children, the show has a novel twist—100 per cent masculine discussion of tiny tots.

Lee and Perry Dickey, both practiced ad libbers, bandy informal remarks about small fry, with a serious hint on child care wrapped up in each package. Format of the program includes bright sayings of children, helpful hints and a daily story about children. Musical interludes feature lullabys and nursery rhymes with Melvin Winters, WOAI musical director, at the piano and organ. Theme song is "Baby Face."

Listeners are invited to send in bright sayings of their own children for use on the program. The show precedes the Mary Lee Taylor program.

### Howard Clothes Sponsors News

Howard Clothes, Inc., assumed sponsorship of the 11 to 11:10 P. M. news program over WCBS, New York, on Monday, Wednesday and Friday, starting January 31. Peck Advertising Agency, Inc., handles the Howard Clothes account.

The 11 P. M. WCBS news period, aired every night with George Bryan as reporter, is sponsored on Sunday, Tuesday and Thursday by White Rock Corporation with Kenyon & Eckhardt the agency. The Olsen Company, through Moore & Hamm, sponsors the program on Saturday.

### WOAI Airls Women's Program

WOAI San Antonio, has originated a new type of program beamed to the ladies. It's a fifteen-minute airer called "This Is Your Day," broadcast Monday through Saturday at 8:15 in the morning.

Program features a daily weather forecast by WOAI's weather authority, Henry Howell, who cautions his listeners about protecting their children and gardens against cold waves and suggests suitable menus for the prevailing temperature.

Plus on the program is a "Today in Memory" anecdote scripted by Assistant Program Director Perry Dickey and read by Announcer Bill McReynolds. Format includes three transcribed musical numbers on each program.

A typical excerpt from Private Weather Eye Howell's daily report follows:

"That cold front we were telling you about yesterday blew past San Antonio at midnight and brought down chilly weather . . . so bundle up the kiddies against catching the sniffles . . . you ladies in the hill country, out on farms and ranches, take warning, too, because your chances for a freeze will be almost 100 per cent . . . and with cold weather setting in, you can think of hog-killing time . . . tonight will be a good night to surprise old Mully-Grumbles with a winter supper . . . oysters or Mexican food . . ."

The program is a joint production of Dickey and Jerry Lee, WOAI program and production manager.

### "I Can Hear It Now"

First complete airing in Boston of "I Can Hear It Now" with Ed Murrow narrating was via WCOP and WCOP-FM on December 27. The 9 to 10 P. M. program was broadcast under sponsorship of the Suffolk First Federal Savings and Loan Association.

WCOP special events man Ken Mayer introduced the program, and closed it with the "Prayer for Peace" by Captain Dick Diespecker of the Canadian Army, which Mayer first presented on the air on Empire Day, 1945, over the world-wide facilities of the BBC. Mayer was then an officer in the Royal Canadian Air Force.



## "Like Music" on WGN

A five-minute musical digest titled "Like Music" premiered as a feature on WGN Chicago's Sunday schedule on January 9. The program, starring Johnny Desmond, will be presented in the 6:55 to 7 P. M., CST, time period immediately following the "Mayor of the Town" series. Desmond's song styling will be backgrounded on this new series by the special arrangements of the Tony Mottola Trio, well-known instrumentalists.

New series will feature special medley arrangements of the "top tunes of the week" and choice of these tunes will be based on listener-voting. The program is being presented in behalf of the lighter accessory products manufactured by the Ronson Art Metal Works, Inc. This presentation is in addition to the firm's sponsorship of the "Twenty Questions" feature on WGN-Mutual's Saturday evening schedule.

## Bensdorp Importers, Inc. Buys Kids' Show on WCOP

Bensdorp Importers, Inc., have signed for the Saturday morning "Young Timers Club" on WCOP and WCOP-FM Boston, as a promotion medium for Bensdorp chocolate products.

Program airs 9 to 9:30 A. M. Saturdays presenting records and announcing kids' birthdays. "Club" members wear pins and have membership cards and contests. Terry Cowling is the emcee, and Jan Mitchell does the script. Twenty-six week sponsorship started January 1.

## For Baby Sitters Only

"Baby Sitter's Serenade" is a new nightly half hour program which recently made its debut over KABC San Antonio. Featuring Wes Hamilton and Barclay Russell, two new fathers in the roles of alternating emcees, the show is aimed at the baby sitter who is still on the job late in the evening. It presents helpful hints on taking care of the youngster, recordings and a few gags concerning babies and their parents.

## New Bing Crosby Show

"This Is Bing Crosby," the newest Bing Crosby musical variety show, premiered over WJR Detroit, at 8:15 A. M., January 3.

The transcribed series is heard Monday through Friday, 8:15 to 8:30 A. M., replacing a portion of the Warren Michael Kelly "Music Hall" program.

Appearing with Bing is his traditional announcing mate, Ken Carpenter. Format of the show includes witty bantering between Bing and Ken with the incomparable Bing doing a few vocals. Bing will also introduce selected recordings of other musical stars.

Program is sponsored by the Vacuum Foods Corporation through the Doherty, Clifford and Shenfield Agency of New York.

## "Ski Report" Debuts on WCOP

"Ski Report," program which debuted on WCOP and WCOP-FM Boston, on January 6, features Pat Harty, Ski Editor of the *Boston Globe*, giving last-minute snow conditions to ski enthusiasts and getting ski legs in shape with the latest news about the sport. Harty will also give the romantic history of skiing, the latest activities in the field of collegiate competition, and will interview outstanding ski personalities on the show.

The "Ski Report" airs every Thursday over WCOP and WCOP-FM from 11:20 to 11:35 P. M.

## Unusual Farmer's Show

WTAR Norfolk, Virginia, has scheduled a new program entitled "The Farmer's Choice" for Tuesdays, Thursdays and Saturdays from 6:35 to 6:50 A. M. One farmer in the surrounding area selects the music which is heard on each show, and he is credited with the script.

## Garden Hint Program

Weekly program on KABC San Antonio, Texas, is "Over the Garden Wall," a program of garden news and hints plus news of the activities of twenty-two local garden clubs. Betty Bradford handles the show, and interviews soil and other gardening experts on the subject of local gardening problems.



## CONTESTS

### Art Ford Sponsors Contest

Art Ford, who conducts the "Milkman's Matinee" on WNEW New York, daily from midnight to 6 A. M., is sponsoring a photography contest for the best shots taken after dark. The contest is being run in cooperation with the DeJur-Amsco Corporation.

Subject of the Art Ford-DeJur contest is "Our Town at Night," and is open to all amateurs within the listening area of WNEW. Subject matter is limited to night pictures in the village or city in which the listener lives. Entries are to be judged by a committee of camera experts, including editors and professional photographers. These include: Jacob Deschin, *New York Times*; Norris Harkness, *New York Sun*; Hy Gardner, columnist for *Parade Magazine*; John Hugelmeyer, professional photographer, and Art Ford.

Awards to go to the winners are: first prize, a DeJur 8mm. Fade-Matic movie camera, loaded with film; second prize, a DeJur 8mm. projector; third through tenth prizes, DeJur Dual Professional Lifetime exposure meters.

Ford himself is a camera enthusiast whose work has a professional rating. During his spare time he specializes in taking pictures of New York City at night.

The contest opened on January 8 and closed February 1.

### Your Favorite Program?

A series of "Favorite Program" contests is being tried on radio station WHB, Kansas City, Missouri, to test listenership and promote WHB programs. Listeners submit names of WHB presentations they like best and the reasons why. Prizes are awarded for each entry.

### Contest About Be-bop

Preliminary results of the inquiry into the nature and origin of the species "be-bop" being made on Leonard Feather's "Jazz at Its Best" program over WMGM, New York, have turned up an abundance of be-bop bons mots, ranging from wildly affectionate to violently adverse. From these and others sent in by listeners, Benny Goodman, who is sponsoring the contest, will select the best for an award of a solid gold watch. Runner-up will win an evening for two at a city nightclub, while ten others will get albums.

The answers in favor of be-bop far outweigh the nays thus far, but among the more choice definitions submitted were the following:

"Be-bop is the brain child of the sales departments of the headache powder companies."

"Be-bop: An effort to play harmonious music without harmony."

"I think be-bop is the highest level of music attained by man so far. Be-bop to me is the first sign of maturity coming (sic) from the child of music."



### Jeanne Gray Begins Annual Contest

Jeanne Gray's annual contest to discover the outstanding woman of the year is now being conducted on "The Woman's Voice" program, broadcast each week-day at 12:30 P. M. on KMPC Los Angeles.

Last year's winner, Frances Langford, received the Woman's Voice Award—a specially designed bronze trophy—for her work with hospitalized veterans; the 1948 winner will also receive a similar award.

Listeners are asked to send in the name of the woman they feel exemplifies the motto "Seek Honor Through Service." The twelve leading candidates are revealed at the end of four weeks and listeners are then requested to vote for their favorite to determine the final winner. The winning contestant and recipient of the "Woman's Voice Award" for 1948 will be revealed this month.



Some publicity man thought it a good idea to have Don Bell of KRNT Des Moines lie on the studio floor, dump 7,200 entries in Don's "Name-the-Puppy" contest on him, encourage the prize pup to plant a moist smack in the disc jockey's face and take the picture. (Winner also got a \$300 electric range and this valuable souvenir photo)

### Pen Pal Contest

KVOO Tulsa, Oklahoma, has completed a Pen Pal Contest to promote their Saturday morning feature, "Children's World." The contest was created to encourage interest in the Pen Pal section of the show. Based on the sentence idea of "I Want a Pen Pal Because . . ." The program's director, Renee Frisco, has already arranged over 1,400 exchanges of addresses.

### Giveaway on KFBC

KFBC Cheyenne, Wyoming, has a giveaway show called the "Mystery Man." Heard from 9:15 to 9:45 A. M., it features a jackpot of prizes which are given to lucky winner who identifies the "Mystery Man." Show is sponsored by Wyoming Trading Post Piggly-Wiggly Store. It originates from there each day (Monday through Saturday). On Saturdays a local student is honored by the store as the boy or girl of the week.

### Mystery Contest on WJHP

Daily mystery contest is WJHP Jacksonville's new promotion scheme. Every morning a clue is given to some program which is heard during the week over WJHP. Clues consist of recorded excerpts from the programs. Contestants who guess the program titles win. Unsuccessful contestants receive consolation prizes . . . promotion letters telling about the "mystery" program.

### "Open House" Features New Gimmick

New gimmick has been added to "Open House" on WTAG, Worcester, Mass. Called "The Story Behind the Song," it invites listeners to submit letters telling of some incident in their lives which has helped to make a particular song their favorite. Two of the most interesting letters submitted each week are read on the air, with the song played as background for the story.





## SHOWMANSHIP IN ACTION

### Showmanship Stars in Anniversary Party

Showmanship utilized to the nth degree paid off in the largest "studio" audience in the history of the Kentucky, West Virginia, Ohio tri-state area for station WSAZ's Silver Anniversary radio broadcast. The special Anniversary Jubilee celebration was

the program was already tuned to the station. All newspaper advertising was given the distinctive touch by the consistent use of large swash call letters with the line: "Most of the listeners most of the time" immediately beneath it and a cut of an American Broadcasting Company microphone and the message "Dial 930" bracketing it. Taxi and car cards were also used, telling the message of "Twenty-five years on the air."

The week preceding the show, WSAZ also used the following ways of telling its story: switchboard operators answered all calls with "WSAZ, your Silver Anniversary station . . ."; all station identifications were given with Anniversary tie-ins; chain break and minute announcements concerning the various contests, plus institutional announcements, were given daily.



Anniversary party for station WSAZ marking silver anniversary radio broadcast

aired before the largest crowd in the thirty-six-year log of Huntington's City Auditorium.

An idea of the buildup prior to the broadcast and of the station's pulling power is indicated by the fact that every person phoned during the give-away segment of

The Huntington City Auditorium displayed a huge, thirty-foot "Jubilee" sign over its entrance which was floodlighted the evening of the show. The interior was decorated with "shield" placards finished in blue and silver with sparkling center lines. The backdrop of the stage was further

decorated with three-foot call letters, spotlighted, and "25 Years" also done in blue and silver with the sparkling center motifs.

As added features, good luck pocket-pennies were passed out before the show and balloons, with the message of the anniversary imprinted on them, were suspended above the audience. As the climaxing feature of the program, 2,000 balloons were released. After the scramble ceased, the master of ceremonies started it again by informing the audience that over one hundred of the balloons had notes inside, redeemable at the stage for silver dollars in lots of ten, five, and one.

The segments on the show featured a telephone-audience identification contest, contestants vying for over \$1,500 in cash and prize awards given by the station and cooperating Huntington stores and business firms. Also segmented on the show was an Old Time Fiddler's Contest, a Barber Shop Quartet Contest, and a young listener's "Favorite Program" contest, plus the music from the Huntington Male Chorus and the Howard Jennings Orchestra. The show was laid out so that it would appeal to all classes of listeners and participants. In addition, give-aways, souvenirs, and prizes spiced every event.

The fact that the show rested on an all-local talent basis indicates that the 3,500 people present were not attracted by some outside name personality.

Station WSAZ was granted its first license on October 16, 1923. Twenty-five years later that date was utilized as the kickoff date for the Anniversary celebration. The month intervening up to November 13, the night of the climactic show, was given over to contestant polls, tie-in programs, and station teas handled by the Women's Program director.

### **KRNT Airs Phone Award of \$2,000 to Winner**

Air presentation and acceptance of a \$2,000 check award was accomplished via telephone-recorded ceremony recently by KRNT.

When Bob Borkowski, winner of the

KRNT-sponsored fan poll to determine the most popular Des Moines Bruin player, could not come to Des Moines to claim his prize, KRNT Sports Director made the official presentation by long-distance telephone call to Borkowski in Dayton, Ohio. The ceremony was recorded and broadcast on Coupee's sports show.

Bruins' business manager John Holland accepted the \$2,000 check and mailed it to Borkowski.

### **Contest Offers Chance To Run Disc Jockey Show on WPTR**

Teen-age disc jockey contest is being aired five nights a week over WPTR, Albany, N. Y. Moderated by Martin Ross, WPTR disc jockey, programs each week feature two teen-age contestants who compete for listeners' letter votes.

Weekly winners meet during the 13th week of the program in competition for the title of "WPTR Capital District Teen-Age Disc Jockey." Prizes awarded the final winner include assorted gifts, a scroll, and an opportunity to do a regularly scheduled WPTR disc show.

### **WPEN Pulls Give-Away Switch To Celebrate Birthday**

December Program Schedules hinted of a surprise—something "startlingly new to radio." Then, to celebrate its first birthday under Sun Ray Drug Co. management, WPEN began mailing to agencies and advertisers a birthday cake (one to each) with a greeting card inside that sprang the real surprise: On December 13, the anniversary of Sun Ray's taking over, "Time is on the House!" The station, which is virtually sold out, will broadcast all commercials at no charge to its clients! It's the station's way of expressing appreciation of patronage during the year, and an added plug that the staff is always willing to try a new twist to further promote both programs and products.





## PROOF O' THE PUDDING

### Commercials Bring Dress Sale Volume

Two commercial announcements over Station WGN in Chicago, Illinois, brought big results for sponsor Hirsch Clothing Company. No other advertising or promotion was used. Yet a week's supply of dresses were sold out on one day.

So effective was the announcement of a sale of ladies' dresses on this 50,000 watt at 6:15 P. M., one Monday evening over John Nesbitt's 15 minute "Passing Parade" that by 9:30 the next morning, dozens of women were crowded around the front of the shop. In five minutes, a crowd of potential buyers were milling around the third floor dress shop asking for the "radio dress." By 9:45 signs were posted on street doors reading, "Sorry, Half-hour Wait." Store employees were used as auxiliary police to line up buyers waiting outside the store.

An entire stock of sale dresses was sold out in one day—and the sale was to have lasted one week. By closing time hundreds of women had responded—and an additional 250 dresses not included in the group for sale had been sold.

Radio advertising of feminine apparel put on the air at the most strategic time has produced the ultimate in desirable results or a typical sponsor of such merchandise—the Hirsch Clothing Company.

### Mail Pulled on Show

Success of the Early Bird program on station WMAQ in Chicago has been demonstrated by the 3,838 pieces of mail pulled by the show during a recent five-week

period. An offer of a \$1 C.O.D. package of merchandise by the L. & M. Company of St. Louis, Missouri, turned the trick. According to Hal Smith, promotion manager of the station, the sponsor uses one one-minute announcement on the program which is broadcast six days a week at 5:45 A. M., C. S. T. Ed Allen is featured as emcee of the show.

### Station Finds Relatives

KYOK in St. Louis provided an admirable service by locating the relative of an aged patient. When an infirm woman was brought to St. Louis County Hospital in critical condition, staff authorities learned she lived alone in a two-room shack in St. Louis County, and that she had two relatives living in St. Louis whose addresses were not known.

Hospital authorities asked KYOK to locate those relatives. Bruce Barrington, KYOK New Director, broadcast the information and names supplied by the hospital on his 5:30 P. M. newscast. Within five minutes after the program was off the air, one of the woman's relatives called Barrington, who referred the man to the doctor at the hospital.

### Friends Brought Together

Two World War II buddies who hadn't seen each other in five years were brought together again by an announcement on John Trent's Housewives' Protective League on WCCO in Minneapolis. Trent saluted Lyle Spencer, a local grocery store owner. Barney Swartzhoff, who operates a lunch room in Brookings, South Dakota, 200 miles distant, heard the program and telephoned Spencer.

### Firm Renews 12th Time

Constant effectiveness of Esso Standard Oil Company's newscasts over Westinghouse station KYW in Philadelphia is evidenced by the firm's renewal of its yearly contract for the twelfth time. Program schedule for the old company, makers of Esso and other products, features news broadcasts titled "Your Esso



Reporter" aired across-the-board at 7:15 A. M., 12:45, 6, and 11 P. M. There are all together 24 five-minute news broadcasts. Contract was placed through Marschalk and Pratt.

### Club Renews Show

Fine musical selections plus news of the automobile world is the successful radio advertising formula used by the Keystone Automobile Club Casualty Company for the past nine years.

"Musical Milestones," broadcast over station KYW at 7:30 P. M. each Friday has been renewed for 13 weeks. Advertising one of the fastest growing automobile clubs in the East, the program features music introduced by Robert Benson and automobile news by Alwyn Bach.

Contract for the show was placed through Gray and Rogers in Philadelphia.

### Watch Company Renews

Gains received from fourteen years of radio advertising over station KYW in Philadelphia has the Bulova Watch Company renewing its series of weekly announcements. Scheduled are a series of 21 announcements per week. The 52 week renewal order was made through the Biow Company.

### Demand Recalls Show

Popular demand has brought back to the air "Midnight Dancing Party," a disc show with Kurt Webster as emcee. Broadcast over station WBT Charlotte, North Carolina, the platters will be served each Saturday night from 10:30 to midnight.

There was only one answer to the deluge of letters and calls that swamped WBT when the show left the air six months ago. Now Webster, who placed sixth in this year's annual *Billboard* Disc Jockey Poll, despite the fact that the "Dancing Party" had lost its glass slippers for a time, will be back his platter-chatter to brighten the nighttime airways.

In the 10:30 to 11 period, Webster will spin R. C. A. Victor recordings for the

Southern Radio Corporation, Victor's Carolina Distributors. The 11:30 to midnight segment will be devoted to playing discs for the Oriole Corporation, North Carolina distributors of Mercury recordings.

### "Highways of Melody" Pulls 500 Letters a Week

Enthusiastic listener acceptance of a local library show is evidenced clearly by the mail response to "Highways of Melody," aired in Winnipeg over CKRC and in Calgary on CFCN. Mail pull increases as high as 1500 per station per week for this Greyhound show as travel season approaches.

It is the third big season for the Greyhound program. Many a transcribed package had been auditioned, but none seemed to tie in with bus travel. The "tailored" script finally chosen has been renewed twice, and ratings prove its continuing popularity.

Music on the show is based on the hit tunes of show business, with name vocalists as guest stars. Featured is a four-minute Travel Topic on towns and cities of Western Canada and vacation havens in Canada and the United States. Highlight of the show is a contest giveaway of a round trip bus ticket from the winner's home town to any point in Western Canada.

### 1,000 Broadcasts

It was 1000 broadcasts on December 6 for the "Music Off the Record" program over WDRC, Hartford. Show is emceed by Chief Announcer Russell Naughton, and is one of the best-liked features on the WDRC afternoon schedule. It's a disc jockey show with comments by Naughton, who writes a record review column for the *Hartford Courant*.

### Duquesne Brewing Renews

Duquesne Brewing Company, through Walker & Downing, have renewed their contract for the Duquesne Show, musical variety show broadcast every Friday night on KDKA, Pittsburgh, at 7:30. Bernie Armstrong and his orchestra, Rita McIntyre, vocalist, and a guest artist are featured each week.



# JOHNNY ON THE SPOT

## **WGN Spot Contracts Build Sales Volume**

Spot business on WGN Chicago for the last two months includes a large number of contracts. Procter & Gamble Company renewed their weekly station break announcement for fifty-two weeks beginning January 2. H. W. Kastor & Sons handled the contract.

Beltone Hearing Aid Company, through Ruthrauff & Ryan, Inc., renewed its three weekly participating announcements in "Art Baker's Notebook" Monday through Friday for 13 weeks beginning December 6.

Ted Bates, Inc., renewed six station break announcements for fifty-two weeks beginning December 12 for Brown & Williamson Tobacco Corporation.

Durkee Famous Foods, Inc., through C. Wendel & Company, contracted for participations in the "Vicki Stevens" show, Monday through Friday for thirteen weeks from December 10.

Emerson Drug Company is promoting Bromo Seltzer through a renewal of seven weekly station break announcements for fifty-two weeks from December 27.

Renewal of three weekly station break announcements for twenty-six weeks from January 4 was contracted for by Ronson Art Metal Works, Inc., through Cecil & Presbrey, Inc. Renewal of a daily participating spot for Continental Baking Company was signed through Ted Bates, Inc.

A year-long contract for Crowell-Collier Publishing Company for two weekly participating announcements in "Art Baker's Notebook" and three weekly announcements in "Baker's Spotlight" was signed for through Kudner Agency, Inc.

## **Renewals and New Spot Campaigns at WCOP**

Renewals of 52-week spot schedules for Colgate Palmolive Peet and the R. J. Reynolds Tobacco Company (Camel cigarettes) are among latest items of business at WCOP and WCOP-FM, Boston. Special campaigns have also been placed for Waitt & Bond, Inc., makers of Blackstone Cigars, and renewed for Birds' Eye Products, division of General Foods, Inc. New spot campaigns started by local sponsors include Strazzula Brothers, of the Diamond Brand Products, and Irene Rich cosmetics. The Albany Carpet Company has recently increased its announcement schedule.

Participation in the Mildred Bailey program has been resumed for 52-week period by Standard Brands' Chase and Sanborn Coffee, and Lynden Chicken, division of the Washington Co-op Farmers Association.

## **Five Spot Deals Closed on WCBS**

Spot business on WCBS includes five contracts signed recently. Sponsors buying station breaks are Trans World Airlines, Kraft Food Company, Groves Laboratories, William H. Wise & Company, and Beaumont Company for 4-Way Cold Tablets.

Announcements for Knickerbocker Federal Savings and Loan Association, New York, will be heard on Galen Drake's "Housewives' Protective League" and "Starlight Salute" programs.

## **Rexall Drug Spots**

Rexall Drug Company, Toronto, started spot announcements and musical programs on varying schedules on 21 Canadian stations recently. Agency for the company is Ronalds Advertising Company, Toronto.

## **Spots for Adam Hats**

Adam Hat Company has been running a daily one-minute announcement for a period of eight weeks on the Lanny and Ginger Grey show on WMGM New York. Program is aired 8 to 8:30 A.M. Monday through Saturday. Madison Advertising Company placed the account.

## BRIDE OF WEEK

(Continued from Page 7)

program only to the immediate vicinity.

Rather, the Michael J. Sullivan Company has planned its "Bride of the Week" radio show as a huge display window featuring all the advantages the enterprise has to offer to every prospective buyer in the thirty-four cities and towns which form Essex County.

## LEROY MILLER

(Continued from Page 5)

call "Junior," who is the entertainer's mythical offspring. Sound effects go wild each morning when Miller tries to get the youngster out of bed, down to breakfast, and off to school without serious injury to self, mother, or house. Miller can also imitate just about any big-time comedian in the business and he capitalizes on his talent to make their voices turn up in the most unexpected places and at the funniest times.

For an extra bit of outside entertainment, Miller puts his beaming face and fast-action laugh provoking patter before the local television audience. He is seen on *The Philadelphia Inquirer's* new "Features for Women" telecast aired by WFIL-TV each Thursday evening.

LeRoy Miller began his radio career in high school and went on to a couple of years of experience with smaller stations where he held "big jobs for little pay." Since he started as staff announcer with a 15-minute sustaining show 13 years ago his Philadelphia story has been brief, but successful. With sparkle, wit, and humor, LeRoy Miller has sold not only himself but, more important, his sponsors' products to the Philadelphia radio audience.

## POSTAL CARD

(Continued from page 11)

from the cities, desert, etc., 918. The most popular place outside the borders of the U. S. was Canada. The nearest to the farthest places abroad are as follows: Bermuda, Newfoundland, Mexico, Cuba, Balboa (Panama), Colombia (South America), England, Ireland, Alaska, France, Germany, Italy, Brazil (South America),

Honolulu (Hawaii) and Brisbane (Australia). A total of approximately seven thousand cards were mailed to Henry Hickman, but two thousand cards were postmarked in Baltimore; they were not figured in the breakdown survey.

Henry Hickman is an astute emcee who recognizes stunts that entertain his large audience when ideas could easily be overlooked. The postal card idea popped up during an interview with a lady from the studio audience three years ago. In the midst of their conversation the lady remarked that she was going on her vacation. "Fine," said Hickman, "hope you'll have a grand time and don't forget to drop me a card." That summer over one thousand cards were mailed to him, so during the ensuing summers he has developed the stunt to help keep "Club 1300" on the minds of his listeners while they vacation. It is one of many ideas which make "Club 1300" a down-to-earth show that maintains a very close relationship with the listener. Three hundred women come to WFBR's studios to participate or watch "Club 1300" six days of every week from one to one-fifty-five in the afternoon. Ticket requests are filled three months in advance. Because of the tremendous popular demand Hickman makes one short announcement about every three months that tickets are available. Last December one announcement that tickets were available brought in enough requests to fill the studio of 300 capacity for five months.

Because "Club 1300" listeners are habitually writing to Henry for tickets it may not be unusual for a vacationer to remember to send him a card from as far away as Brisbane, Australia. But, one fact is certain: Hickman knows what appeals to his audience and the postal card habit is universally popular, so that is probably the reason for the success of "Club 1300's" vacation postal card stunt.

## SPOT SALES

(Continued from Page 13)

and check these clues with the participating firms.

Considering the fact that WHBS is only a 250-watt station, the sponsors, by way of



the commercial aspects of the program plus the application blanks to catch store traffic, are getting their money's worth in advertising. They are combining their variety of products, advertising them in an inexpensive manner, and reaching an extensive area of potential buyers.

Popularity of the show is indicated by the fan mail the program receives. Daily an average of 150 letters on the "Magic Word" series arrives at the station. Once on a Friday the announcer made the mistake of stating: "We will see you tomorrow for another 'Magic Word' program." Since the show is broadcast only Monday through Friday, this was an error. But on Saturday WHBS received 172 telephone calls asking about the show.

Additional indication of the tremendous appeal of the show maintains is how important it has become in the everyday lives of its listeners. During the holiday season, many persons phoned and asked if they might take an additional supply of application blanks with them on their trips and send their guesses in from wherever they might be. When they had returned from their holiday trips, many of these persons called the station immediately, asking for all the information they had missed.

Even for the person who does not have a telephone, the program is an excellent advertising bet. Inasmuch as the judge never has any access to the application blanks, and the person without a telephone who fills out the blank at the store is the only one knowing the correct answer to the "magic word" the system has worked out very successfully for those contestants. The judge for the radio show listens on an extension to every telephone call. When the announcer asks for the identity of the "magic word," the judge replies "yes" or "no" so that not only the announcer can hear it, but also the person being called.

In case of applications from the person without a telephone, the judge listens in on an inter-communication system and the announcer waits for his all-important buzz. General trend of the conversation following would be: "Mrs. Jones who re-

ceived her application blank at Smith's Grocery says she believes the magic word is 'down'." The announcer then says: "In a moment we will hear from our judge as to whether or not this answer is correct." Then on signal he says: "There is the buzzer which signifies that our judge is ready with a decision."

The announcer then picks up the telephone extension and receives the information as to whether or not the answer is correct and passes the information on to the listening audience. Through this system of using the buzzer on the air, the program manages to maintain a suspense angle. Obviously the announcer does not know if the guess he is reading is correct and neither does the listening audience. It all hinges on the buzz and the word from the judge. This factor alone has been an important contribution to the continuing popularity of the show.

Several thousand batches of application blanks have been made up for the program . . . and one of the station's biggest jobs is keeping participating firms supplied with these blanks—another indication of how widespread is interest in this give-away show.

Preceding the "Magic Word" program in the morning is "Welcome Travelers" on the ABC network and following is "Baukage Speaking" also over ABC. Preceding in the afternoon is "Happy Wilson," a program over a state-wide network which features hillbilly music, and following the program is "Kay Kyser" over ABC. The diversity of these shows assures a varied listening group and is of advantage to the local sponsorship.

Morning and afternoon periods for broadcasting were especially chosen by the station because a "shot in the arm" to boost their Hooper ratings was needed. Consequently the program was divided into the two half-hours rather than one complete hour. According to WHBS station manager Richard Warner, this plan has worked out very well for the station.

For sponsor, station, and listener alike, this unique take-off on the local give-away program has paid off in every way.

## LIGHT AND MELLOW (Continued from Page 10)

the commercial copy This time is never longer than two minutes—and that, bear in mind, is for a full half-hour show. Strangely enough, that two minutes of copy seems even shorter to the listener.

The commercial formula is unique—and it's a formula that is popular with the audience. People both in the studio and in their homes look forward to the commercial. It hardly need be pointed out that a commercial message which is that popular is popular with the sponsor because of the results it pulls.

The commercial itself follows the same tradition as the rest of the show. It, too, is "Light and Mellow."

Actually, it's hard to tell where the commercial message really begins. Armand Girard might begin, for instance, by singing a few bars of "Every Day I Love You Just a Little Bit More." Then a smooth transition into the commercial by humming a bit of the tune, followed by a deep booming.

"M-m-m-m-mellow! That's what you'll say about the mellow flavor of Regal Pale. Every day I go for you just a little bit more. There's the fragrance of autumn leaves in it, and sunshine in its sparkle. But man, just try it on these brisk evenings of early winter. Just try it when you don't want to go to a lot of fuss about fixing dinner. A sparkling bottle of Regal Pale, and a fresh, sweet, cracked crab. A little lemon and a little mayonnaise on the crab, and I guess you'll have to have a finger bowl so you can really dig in. And for refreshment, and zest, and to bring a mellow glow to a winter evening, that tall, cool, sparkling glass of light and mellow Regal Pale. Yes, sir . . ."

And then Armand Girard sings a few more bars of "Every Day I Love You Just a Little Bit More."

It takes a fine piece of co-ordination to bring the orchestra and Girard out together at the end of the commercial—since the orchestra plays in the background all during the message. But the shortness—and the mellowness—of the commercial

copy is what pleases the listeners—and it *does* sell beer.

And that, believe it or not, is just about all the commercial there is—except for brief identification at the beginning and end. The sponsor's name and product, too, are mentioned in the continuity occasionally—but not too obviously. In any case, the entire length of the commercial is always less than two minutes.

It's obvious that "Light and Mellow" is the result of the efforts of a considerable team—all the way from Harlan, the originator, to the musicians who provide the music for the show. The cast and staff consists of nearly thirty persons—and every one of them is a strict adherent to the "Light and Mellow" byword.

It's obvious, too, why "Light and Mellow" was chosen to be the recipient of the first annual Vancouver Trophy.

The competition for the Vancouver award was open to advertisers, agencies, and radio stations in the eleven western states and Western Canada. Judging was based on commercial excellence, creative originality, information imparted, the effectiveness of the selling message and listenability. The award indicates that both the advertising profession and the listening public want and appreciate good commercial entertainment. As President Baker of Regal Amber puts it:

"This award proves we're on the right track."

The Vancouver Trophy itself is unique. It's made in the form of a totem pole on a square base. It's intricately carved out of black skidagata slate. The carving was done under water by Haida Indians of the Queen Charlotte Islands in British Columbia.

The trophy will remain in the possession of the Regal Amber Brewing Company for one year. A miniature of the trophy is the permanent property of the company. The Vancouver Trophy will be awarded again next summer, and annually thereafter, by the Advertising Association of the West for the best commercial radio program.

## GADGET JURY

(Continued from Page 15)

of the gadgets mailed to club members.

And so, for two years postmen have been delivering little cartons containing, among other things:

1. Automatic dispensers for contents of collapsible tubes, such as toothpaste and shaving cream, which stands erect in a medicine cabinet.

2. Letter openers which also are postal scales, accurate up to six cents.

3. Hose couplings which require only a half-turn of the wrist instead of laborious meshing of threads and lengthy twisting.

4. Cold cream dispensing jars which eject cream through a quarter-inch tube by a twist of the jar top, then drags the surplus cream back down inside.

5. Trays for bobby pins which permit the user to pick up a pin and pry it open against the tray, using only one hand.

6. Metal discs which prevent heated liquids from boiling over.

7. Combination nutcrackers, juicers and squeezers.

8. Extra speedy whippers for liquid drinks which operates on the principle of homogenization.

9. Cigaret holder which fits on little finger of motorist's hand.

10. Wire spoon holder which fits on edge of hot skillets and pans.

11. Catsup dispenser which operates on buttonhook principle.

12. Mousetrap which drowns mice.

13. Rubber fly swatter with spring action which always retains flat shape.

14. Vibrationless razor with magnetic blades.

If the Club member wants additional numbers of gadgets, perhaps to give to friends, the answer is no. Only one sample is available on each membership. They can't be bought in volume or at retail anywhere.

Members of the Club, delighted with their pigs-in-a-poke, have flooded the organization with their letters of praise. They are begged to express their frank opinions of their gadgets. Few ever express disappointment. After their trial membership of six months expires they are offered

the chance to prolong it by one month for each new member they enroll. One member sent in 44 new names, and \$44.00, to go with them, another \$35.00. Some invent gadgets of their own, and submit those to the Club. Others tip off the Club on new products they run across.

The Club feels that its appeal is based on better-than-average intelligence. Only smart people, it reasons, are interested in finding easy ways of doing household chores or other work. Only stupid people like hard manual labor, or to do things the hard way. And its rolls hold the names of many famous folk, as well as the merely smart ones. There are Lana Turner, Joan Crawford, Hedda Hopper and Louella Parsons, Red Skelton, Wayne Morris, Van Johnson, and Kent Cooper, general manager of the Associated Press. Doctors and dentists are high in percentage, occupation-wise. Their keen minds and friendly human approach to life force them to be interested in new, ingenious, labor-saving products.

## PEARL BAUM

(Continued from Page 17)

listeners from every field and occupation—housewives and career people alike like to listen to what “Pearl Baum Says.”

Another advantage for the show is the fact that it is preceded by News of the Movies, a popular morning show, and followed by the Arthur Godfrey program, which has a good-sized audience of humor-minded fans.

Aside from her teaching job in Porto Rico, Mrs. Baum spent a good deal of her time there in doing extensive radio work. In January, 1947, she came to WCSC as creator and director of a program called “How to Do It” designed for the benefit of Charleston homemakers. In September of that year, she became Director of Women's Programs and the station's Musical Director.

All this and heaven too seems to describe not only the varied career of Mrs. Baum, but also the appreciation of a group of sponsors who are seeing material results with Mrs. Baum's recipe for radio advertising.



# 1001

## RADIO PROGRAMS

### ★ ★ Syndicated Transcribed Script and Live Show DIRECTORY

the new ★

## RADIO SHOWBOOK



*Indexed by  
Producer*



*Indexed by  
Time Unit*



*Indexed by  
Audience Appeal*



*Indexed by  
Subject Matter*



*Indexed by  
Potential Sponsors*



*Indexed  
Alphabetically*

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durably covered and  
printed on heavy book paper

Here is a great reservoir of program ideas. These are shows of yesterday, of today and tomorrow; they are actually produced, readily available.

Here is the most complete listing ever assembled. Up-to-the-minute current releases and sponsor-tested shows that are still doing a selling job are indexed and cross-indexed. At your finger tips are programs to meet the requirements of any sponsor.

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I want ☐ copies at \$3 per copy. Check  
enclosed ☐. Bill me later ☐.

Name.....

Address.....

Radio Stations Can't Perform Miracles

BUT

They Can Help You Sell MORE Merchandise—

Lower Your Per Sale Advertising Cost—

INCREASE Your Net Profits.

SO

If You're Interested In Miracles See A Magician.

If You're Interested In More Business—See Us—

You'll Find Our Call Letters, Phone Number and

Address On The Cover.

MARCH 1949



# S *howmanship*

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AM • FM • TELEVISION • FACSIMILE

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# *Your Business at a Glance*

★ What others in your business field accomplish through  
broadcast advertising, classified by business field.

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# Minnie Pearl and

MRS. Henry Cannon, Red Cross Gray Lady, wife of an airline official in Nashville, Tenn., sometimes shakes her head ruefully and declares she just can't get anywhere with neuropsychiatric veterans.

But as Minnie Pearl, star of the Grand Old Op'ry Company, she has to tell another story. For every Saturday night, over WSM in Nashville, with her talk about hog-killin' time at Grinder's Switch, she can start moody, unresponsive patients to talking without much effort. She's the very good reason large groups of hospitalized veterans gather round their radios, tune in, and listen attentively as she draws out her brand of hillbilly nonsense.

One and the same person, Mrs. Cannon and Minnie Pearl have gold-glinting hair and flashing white teeth, but according to the lady herself, the Grand Old Op'ry performer always gets across to the veterans,

no matter what their ailment, though Mrs. Cannon cannot seem to make a dent.

Recognized as queen of the mountaineer comedienness, Mrs. Cannon was first Miss Sarah Ophelia Colley before she became Minnie Pearl. She was born at Grinder's Switch, near the little Tennessee town of Centerville. When she attended Nashville's Ward-Belmont, she majored in dramatics and elocution. Telescoping four years work into two, she then returned to Centerville to teach in a local school.

Minnie Pearl's role was created in South Carolina in 1938 when Miss Colley was vacationing. Clad in an 89-cent organdy dress, lisle stockings, flat-heeled shoes, and a beflowered and fruited straw sailor chapeau, she performed for a benefit at the local hotel. At that significant moment, Minnie Pearl herself came into being.

Since last March, Mrs. Cannon has been a regular Gray Lady, visiting and working in the wards at Thayer Veterans Hospital every Wednesday. And when as Minnie Pearl she is on the road with the Grand Old Op'ry Company, she invariably finds time to report to a local Red Cross chapter as a visiting Gray Lady and volunteers for work in whatever veterans hospital that happens to be nearby.



Grand Ole Opry's "Minnie Pearl" steps out of character to become Mrs. Henry Cannon, Red Cross Gray Lady for the Nashville Davidson County Red Cross chapter. As a Gray Lady she spends time each Wednesday at Thayer Veterans Hospital at Nashville



# *Her Op'ry*

At Grand Ole Opry show in Nashville, "Minnie Pearl" regales studio and radio network audiences with gossip of latest doings at Grinder's Switch

Without reservation, Mrs. Cannon says she would rather work among neuropsychiatric patients, for her amusing characterizations seem to strike response where they are most needed.

"At the hospital in Tuscaloosa," she recalls, "I was attempting to help those fellows as Mrs. Henry Cannon. I talked and I talked to one of them—a boy who hadn't entered into any conversation for months, according to one of the nurses. I was getting nowhere fast, so I went out, switched into my Minnie Pearl character and costume and came back to that silent lad.

"The minute I began to talk about Grinder's Switch, the boy perked up and began to drop a word in now and then."

By the time Mrs. Cannon, alias Minnie Pearl, had left the hospital, the nurse in charge of that patient's ward, told the entertainer that he was already carrying on a conversation with another farm boy. That was his first conversation since he entered the hospital.

"There are some acts and some types of entertainment that in themselves are not capable of making a contribution to the morale of some patients," Mrs. Cannon observes. She adds that there are, on the other hand, some kinds of comedy that produce results in some sections of the



country and fall flat in a veterans hospital in another area.

With emphasis on the comic Minnie Pearl side of her dual personality, Mrs. Henry Cannon's talent, first displayed in small town halls, drew hearty laughter—the kind of laughter which led her to larger auditoriums and theaters and finally, to her featured role in the Grand Old Op'ry radio show.

With this testimony to her abilities, it is no wonder that now, in the quiet and calm wards and assembly rooms of veterans hospitals across the country, Minnie Pearl "gets across."

# NO COMMERCIALS ON MILL PROGRAM



Frederick P. Laffey in dirigible,  
The Wonder Ship. Part of  
"This Is Greater Lawrence"  
presentation

Ernest D. Whalen signing con-  
tract for renewal of sponsorship.  
Laffey looks on

Nearly 100,000 people who live in Lawrence, Massachusetts and the surrounding communities of Methuen, Andover and North Andover are getting to know each other via a new WLAW program.

"This is Greater Lawrence," sponsored by the Pacific Mills, is planned to affect and interest every segment of community life so that each group and group member finds in the program a spokesman for its purpose. "This is Greater Lawrence" tries to emphasize the spirit of helpfulness, pride and cooperation in the area, to make each citizen know every other citizen and understand and appreciate what the other is doing. Each Thursday at 7:15 P. M. the





Fred Laffey with cohorts in Arctic clothing

sponsor opens the WLAW microphone to all civic, fraternal, and social groups in the Greater Lawrence area so that each may tell New England the stories of the part he plays in the life, progress, and welfare of the community.

So popular and effective has the series become that the management of Pacific Mills, through the Executive Vice-President, Ernest D. Whalen, has renewed the contract for another year of presentations.

Pacific Mills, world famous producer of textiles, has always been a consistent user of radio, believing that it plays an important part in its everyday activities. It uses radio, through WLAW, to notify its employees of changes in working schedules, when the time element is involved. Pacific Mills management feels that though it may not receive material gain from sponsorship of this type of informative program, it is offering a contribution to the welfare of the community of which it forms an integral part. It is only reasonable, they say, that the well-being of the people they employ is just as important as the product they turn out.

There are no commercial messages on the

program. There is just the tag line, "Presented with the good wishes of Pacific Mills." But Pacific Mills is still bound to benefit from such advertising. The audience covers every economic and social

---

**AIR FAX:** Informative program to help people in Greater Lawrence community get to know each other as groups and individuals.

**Broadcast Schedule:** Thursday, 7:15 P. M.

**First Broadcast:** March 11, 1948

**Station:** WLAW, Lawrence, Mass.

**Power:** 50,000 watts

**Population:** 84,323

**Preceded by:** "Headline News," ABC Network News

**Followed by:** "David Harding, Counterspy"

---

level. Prospective customers are going to be made "Pacific-conscious" with the simple use of that tag line. Eventually, the trend will move toward customers asking: "Is it Pacific?" before they purchase material or ready-made clothing.

"This is Greater Lawrence" was a program idea conceived by Frederick P.

(Continued on page 32)



# 'Bucket of Bucks'

## Sparks Quiz Show

Use of a clever twist on the basic "Man on the Street" program idea has spelled out cash register success for six businessmen sponsoring "Biographical Braintesters" over KILO in Grand Forks, North Dakota.

"Bucket of Bucks" is the new gimmick devised to boost sales of the sponsors' products at a minimum advertising outlay. Originally, the program format called for a series of biographical clues given and added to each day. Contestants tried to identify the unknown individual from the hints given. A correct answer got an award of ten dollars in merchandise or cash from each of the participating sponsors.

pail is placed one silver dollar each day by each sponsor. This change in the method of awarding the grand prize has given the production new interest. There are more listeners, more contestants, and most important, the sponsor gets the maximum in radio advertising for the minimum advertising appropriation. Sponsors are guaranteed that their contribution to the grand prize award will never be more than one silver dollar each day.

Participants on the program are more than happy because they can, if successful, leave the scene of the broadcast with their pockets full of silver dollars. This has proven much more satisfactory than the merchandise certificates which somewhat confined the nature of the material they would receive.

As for the cost of the show, other than actual air time and the silver dollars, there are only the usual talent fees and line maintenance costs. Here again, the sponsors get their money's worth.

Aired Monday through Friday at 1:00 P. M. and Saturday at 1:45 P. M. due to conflicting programs, the new show has demonstrated its success in reaching a large prospective buyership.

Since there is a small market, and there are few accounts in the area who can afford to sustain a major production on a six day basis, the show is sponsored on a cooperative basis. Results show that it is the perfect medium for the businessman with a carefully planned, limited budget.

Format of the show calls for an opening and closing announcement by a commercial

---

**AIR FAX:** New gimmick on basic "Man on the Street" show spells success for cooperative sponsors and winning contestants.

**First Broadcast:** October 6, 1947

**Broadcast Schedule:** Monday through Friday, 1 P. M., Saturday, 1:45 P. M.

**Sponsor:** Cooperating

**Station:** KILO, Grand Forks, North Dakota

**Power:** 1,000 watts

**Population:** 20,228

---

At the end of the first year of the show, a "shot in the arm," the gimmick, "Bucket of Bucks," was adopted. And it has proved more than satisfactory to sponsors and contestants.

With the new scheme, a small silver pail is carried by the announcers. Into this

announcer who also reads the two commercial messages within the body of the production. Commercials are presented in a very informal, sometimes conversational style. There is seldom any outright merchandising. No attempt is made for direct selling; a purely institutional approach is maintained. Each sponsor is mentioned at least once every day. One sponsor is given the two commercials on any one particular day.

Wide diversity in the nature of the businesses sponsoring the show indicates that any enterprise gets results from this radio advertising plan.

Roy Davis Jewelry Company has sponsored one day each week since the very inception of the program. Never has any sponsor dropped sponsorship because of dissatisfaction with the production. Currently, besides the jewelry account, KIL0's "Man on the Street" is also sponsored by a bakery, a coffee shop, a sales agency for trailer houses, an electrical appliance dealer, and a dry cleaning establishment.

Never are two competing sponsors put on the show.

Very little promotion has been used in connection with the show. The idea seems to be its own best advertisement. Broadcast from the main intersection in downtown Grand Forks, the program never lacks for contestants. Other than holidays when there are no pedestrians in the downtown area, the program has been aired regardless of weather. Even last winter when the temperature was as low as thirty degrees below zero, willing and eager participants were always on hand in sufficient number to keep the show moving along at a rapid pace.

At the present time this program is preceded and followed by CBS serial dramas. This factor helps to draw a large listening group.

An old program idea, well-handled and involving little expenditure for sponsors, has resulted in sponsors and contest winners alike getting the most for their efforts.

Picture taken the day a 17-year-old girl correctly identified Abe Burrows and went home with 125 silver dollars. Station personnel crowded against building includes M.C., Jim Hutton, commercial announcer Don Fuhrmann, and station manager Ralph Herbert





# Popular Amateur Hour

A unique Amateur Hour and radio's oldest amateur hour originally broadcast from a store window on Chicago's southwest side is celebrating its fifteenth birthday this year. Sponsor of the show is also celebrating nearly forty years of good will because of his business policies.

During that decade and a half, that program has been the primary type of advertising for the store of Morris B. Sachs. During those years the store has epitomized a business success story. Always under-spaced for the volume of sales, the Sachs store quadrupled in size in 1925, expanded again in the depression year of 1934 and reached its present size during the turbulent year of 1940.

As further evidence of the handsome

results which concentration on radio advertising has produced, a branch store on the north side of Chicago opened last fall. This marked the fourth expansion in the store's history. Between 1934 and 1947 Sachs spent more than three million dollars for airtime, the top item being his amateur hour.

All to the accompaniment of radio advertising, Morris Sachs has built his enterprises. His Chicago store is said to do more business for each square foot than any other men's and women's establishment in the country.

That store window amateur hour broadcast marked his first attempt at radio advertising. He began with Bob Bradley, now a West coast singer, as the first contestant, and offered prizes of gold, silver, and bronze medals.

When the spectators increased to traffic-stopping numbers, he moved his show to Studio A of station WENR, then in the Merchandise Mart. In October, 1948 the Amateur Hour was moved again. This time the show settled at the American Broadcasting Company's Civic Studio in

---

**AIR FAX:** Radio's oldest Amateur Hour celebrates its fifteenth anniversary on the air in August.

**Broadcast Schedule:** Sunday, 12:30 to 1:30 P. M., CST.

**Station:** WENR, Chicago, Illinois

**Power:** 50,000 watts

**Population:** 3,396, 808



Roy McLaughlin, WENR station manager, "auditions" for Morris B. Sachs while John H. Norton, Jr. supplies applause



Chicago. By the time Morris Sachs' Amateur Hour marks its fifteenth birthday in August, 1949, it will have played to three-quarters of a million people.

A great many people, then, hear Chicago's Amateur Hour, and those same people throng to the Morris Sachs' stores.

Many times each year, the Chicago Opera House stage must be used to broadcast the Morris Sachs' Amateur Hour. This happens when so many ask for tickets that there are thousands on the list waiting to be accommodated. At other times the Opera House is used because Morris Sachs helps stage special event programs to provide food for the needy, cigarettes for veterans and other philanthropic promotion plans.

It is this philanthropic attitude which has also contributed to the Morris Sachs success story. On the fourteenth anniversary of the show, the sponsor was presented with a scroll by Roy McLaughlin, station manager of WENR, which gave him recognition for his outstanding contributions to radio—"his untiring efforts in behalf of of thousands of unknown amateur performers to whom he has given the opportunity for public recognition and success, and for his unselfish humanitarianism in donating free air time through the years to the cause of the needy and underprivileged."

Among its alumni, the Morris B. Sachs Amateur Hour can boast of many of the stars today. The list includes such notables as June Haver, Pamela Britton, Frankie Laine, Maureen Cannon, Mel Torme, and Skip Farrell. Close to ten thousand other "hopefuls" have received their "big chance" on the program.

Truly, Mr. Sachs' "babies" are the stores and the Amateur Hour. He concentrates most of his waking hours on these two enterprises.

Broadcasts are scheduled for each Sunday at 12:30 to 1:30 P. M. Central Standard Time. Prior to each Sunday's airing, approximately twelve contestants are chosen at auditions conducted by the program's producer. On each show the three prize-winning contestants of the previous week are recalled to receive \$75, \$40, and \$20 respectively from Sachs him-



In recognition of his outstanding contributions to radio, Morris B. Sachs receives a scroll of commendation from Roy McLaughlin and John Norton, Jr.

self. In addition each winner gets a wristwatch.

Because audience sympathy for the very young or very old is frequently unfair to more talented amateurs in other age groups, program contestants are presented on different programs in accordance with pre-established age brackets. These are: 4 to 10, 10 to 15 and so on.

Listeners themselves determine the winners with tabulations of the response by letter and telephone the basis for decisions. All children under sixteen who compete receive a wristwatch whether they win or lose.

Norman Heyne and Walter Despit produce the Morris B. Sachs Amateur Hour while Victor Lund writes the scripts.

The Sunday broadcast time seems especially good since most of the family is at home during that period and invariably the radio is tuned in. The Sachs revolutionary selling policy gets its best and most thorough hearing each week. And it was that revolutionary credit policy conceived  
(Continued on Page 30)

# BANKS ON THE AIR

Remarks at opening of Clinic Session on Radio by  
DANIEL W. HOGAN, JR., Vice President, City National  
Bank and Trust Company, Oklahoma City, Oklahoma.

What is the position of radio as an advertising medium for banks? Can we go so far as to class radio second to newspaper as an effective means of getting a bank's message over to the public?

A recent issue of Chemical Bank and Trust Company's "Trends" carried a paragraph on "Leisure Time" stating:

"The Book Manufacturing Institute recently commissioned Henry C. Link and H. A. Hopf to find how the public divides its leisure time among five activities—radio listening, moviegoing, and newspaper, magazine, and book reading. The survey revealed that 49 per cent of American leisure time in these categories is spent listening to the radio. Newspapers get 21 per cent. Magazine reading and moviegoing get 11 per cent each. Book reading gets only 8 per cent."

Likewise, last month, Harris, Upham & Company published a story on "Blue Mondays" in their "Market Review":

"Ever since the Berlin situation began to get tense, the stock market has had a difficult time on Mondays. Since the first of June it has declined during 14 Monday sessions and rallied during only three. Other days of the week have shown a better record of 36 advances and 29 declines. There is more than a little suspicion that the Sunday radio commentators, in dramatizing and exaggerating the war scares, have had something to do with these Monday Blues."

If radio receives such a large preference of the public's leisure time, and even

affects the stock market, it would seem that radio is pretty fundamental in American living and should, by all means, occupy the high place it does in selling merchandise. And selling service, you must realize, is no different from selling merchandise.

That's where the bank comes in! But not every bank, not even every promotion-minded bank, can use radio, because each individual advertising program is governed by local circumstances.

For instance, rates of metropolitan radio stations are necessarily high, prohibitively so except for the very large budget. Likewise, competitive talent costs a lot of money and so do spot announcements with network adjacencies. On the other hand, it is quite possible that the enormous circulation might be worth the expenditure to a bank offering services with a mass appeal. Furthermore, some banks cannot locate the right type of program, or the proper slot, or perhaps their stations may not have an availability, or they just might not be sold on radio.

Banks which have used radio consistently know what kind of a job it can do if properly harnessed!

But what can we tell the banker who has only dabbled with radio or who has only an academic interest in its sales ability? What suggestions can we make to help him determine whether or not he should buy radio time?

In the first place, radio advertising has approximately the scope of newspaper ad-

(Continued on Page 30)

# Public Utilities Advertise

BY JAN GILBERT\*

Radio-Television Director, Harold Cabot Company, Inc.

Last evening when I was mentally searching for some interesting material for this talk to you today, it all of a sudden dawned on me that I was to be standing before a group of public utility leaders. It quickly recalled to me how overwhelming words like "tycoon, lumber baron, public utility" were to me as a youngster. Public utility to me was something overpowering in scope . . . something that I just didn't understand. This lack of understanding should be non-existent today if the use of such a large medium as radio is employed to educate the public. I believe that a sound, carefully planned radio campaign should be a part of advertising budgets for all utilities.

Radio reaches everyone. It appeals to young and old; literate and illiterate; healthy and invalid. It is a grass root medium . . . it is an all level medium. Because radio reaches such a cross section of the population, it can be used as an educational medium. I don't mean the word "educational" to imply necessarily the highbrow or so called longhair appeal. The flexibility of radio permits it to bring your message, educational or otherwise, to the population in almost any manner which you believe desirable. Your message can be delivered humorously, seriously, as a portion of a quiz program, variety show, newscast, or in the form of one-minute announcements or station breaks which can be either straight selling copy or in the familiar jingle form. A good example of how radio can be used to sell two problems which might appear to be rather dull was the Boston and Maine Railroad's campaign of two years ago.

The Boston and Maine wanted to get across two points: (1) dependability of train travel and (2) the friendliness of the Railroad. The method employed was a one-minute jingle undoubtedly familiar to many of you—Timetable Mable, the girl who's in love with a train; and, incidentally, the train happened to be the Boston and Maine. This jingle was scheduled on radio stations throughout the Boston and Maine territory, and the results were astonishing. The radio stations received requests for the music, requests for recordings, and even requests that it be played on request programs. Some people even attended costume parties dressed as Timetable Mable.

We have just completed a one-minute jingle for the New England Electric System. It is a friendly, warm jingle which tells people in an entertaining manner just how wonderful your life can be with electricity. In this instance, the New England Electric System wanted a way in which to impress upon people the fact that electricity is inexpensive, that appliances are available, and that electricity makes your work easier, your life brighter, or, in sum total, an appreciation of electricity. You may be interested in the copy slant.

Once an old Yankee closed his eyes  
And the darkness made him realize  
"How bright our life can be  
Thanks to electricity."  
So he climbed up the steeple  
And he shouted to the people  
Who were standin' on the landin' down  
below  
"Folks thank your lucky rabbit  
That you've got the 'lectric habit

(Continued on Page 31)

\*In a speech before the New England Regional Conference, Public Utilities Advertising Association.



# CARLTON FREDERICKS

## AT THE BRASS RAIL

An audience participation show featuring health and nutrition is a new offering by station WMGM New York City which is combining high standards with educational value to achieve far-reaching advertising results.

"Breakfast at the Brass Rail with Carlton Fredericks" is broadcast Monday through Saturday from 9 to 9:30 A. M. over WMGM. Designed to educate entertainingly, the show originates from

in some way with food serving or food products. Included are the three Brass Rail Restaurants at 745 Seventh Avenue and 521 Fifth Avenue in New York and at 8 Nevins Street in Brooklyn. The other sponsors are Merkel Thrift Hams at 94-11 Sutphin Boulevard in Jamaica, and Wetzstein's Pre-cooked Tongue of E. M. Greenbaum and Company, 144-42 70th Avenue, Flushing.

Fredericks himself has had seven years of radio broadcasting behind him, but this, his new show, started over WMGM on September 27, 1948. It clicked immediately. After the first three weeks, guests were added. A different formula for each day was devised. Mail pull was upped from five hundred to five thousand letters each week.

Primary costs aside from airtime and talent involved in producing the show are handling of mail and printing. Fredericks writes the scripts for the varied daily programs. All mail relates to subject matter of the show and contains requests with self-addressed envelopes for pamphlets and menus. The requested material is printed and distributed free. Printed matter is punched for loose-leaf folders and so made handy to preserve.

Audience participation is one of the vital factors contributing to the popularity and selling appeal behind the show. On the average the number in the audience runs to about two hundred daily. One dollar is charged for each person's breakfast at the Brass Rail.

Only fifteen minutes of the script is actually prepared each day. Remainder of the time is taken up with ad libbing, forum, or guest interviews. Most people

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**AIR FAX:** Nutrition show gains popular appeal with audience participation breakfast.

**First Broadcast:** September 27, 1948

**Broadcast Schedule:** Monday through Saturday, 9 to 9:30 A. M.

**Sponsor:** Cooperating

**Station:** WMGM, New York City, New York

**Power:** 50,000 watts

**Population:** 7,454,995

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the Fifth Avenue Brass Rail in New York with "breakfast" audience participation.

Commercials on the show are all for food products or allied materials. Because of Frederick's need to maintain reputation every type of merchandise advertised must meet high nutritional standards. Commercial messages are woven into the show with no specific time for a commercial to begin. Various devices for casual introduction of commercial announcements are utilized. There are tie-ins with give-aways, discussion of food values, ease in preparation. Always there is the try for immediate sales.

Sponsors are businessmen connected

like nothing better than being part of the show and "Breakfast at the Brass Rail" capitalizes on that universal instinct.

There is a definite schedule slated for each day of the week. On Mondays, a general information forum is the keynote of the day. Tuesday's discussions include science in the news and superstitions in nutrition. A guest child psychologist, Dr. Max Rosenblum, answers listeners' questions on Wednesday's show. Thursday a nutrition class is held. Friday's program concentrates on home economics and menus. Featured performer on Saturday is Dr. Alma Kelley, who gives "scientific relaxation" lectures.

Other talent starred includes Fredericks, announcer Dick De Freitas, guests and, of course, the all-important audience.

Talent costs are not exceptionally high, then, and the only major expenditure left is airtime.

This kind of program has a wide appeal

for homemakers and parents. Almost everyone is interested in the health of his child or children and his own physical well-being. Yet the kind of nutritional information which can be dry and tasteless is distributed as a sugar-coated piece of entertainment. Those at the Brass Rail get in on the discussion forums themselves while those in the home audience are participating mentally.

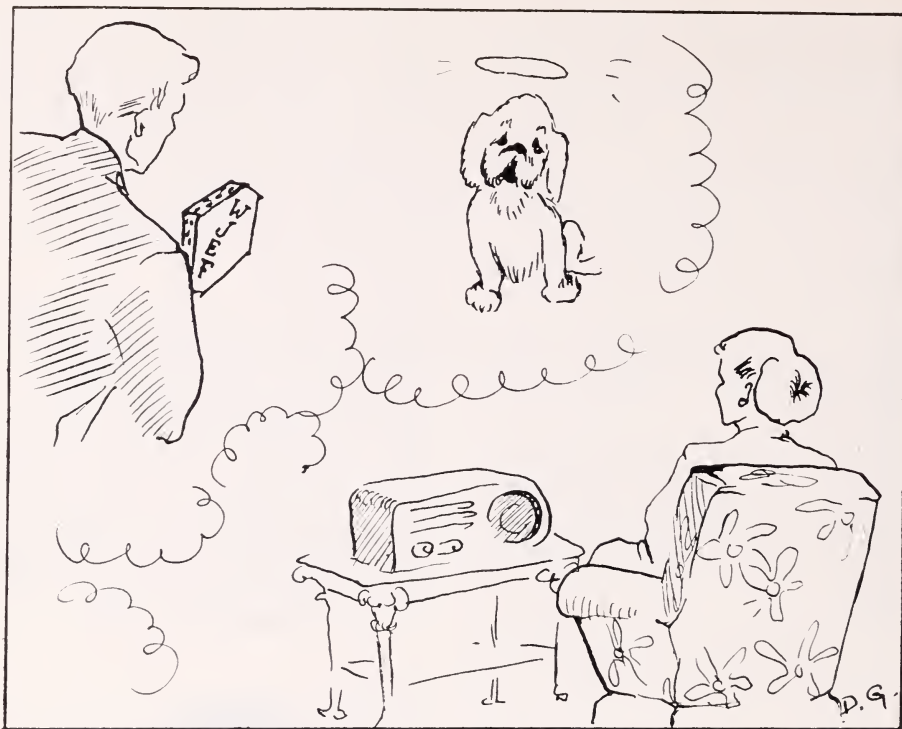
Homemakers get a chance at using the well balanced, good-tasting menus which form the basis for good nutrition habits and consequently healthy Americans.

Food products and services offered by the sponsors get good, upper-level advertising, meanwhile. Through a program which bases its approach on nutrition and health, continuation of the high reputation of their goods and services is assured. At one and the same time they are getting a double advertising benefit. They aim for

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WMGM's Carlton Fredericks gives his scientific and entertaining advice on health and nutrition before a Fifth Avenue Brass Rail breakfast audience



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## Public Service Program

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**AIR FAX:** Public service wins good will for 250-watter in Grand Rapids, Mich.

**Broadcast Schedule:** Monday through Friday, 8:30 P. M.

**Station:** WJEF, Grand Rapids, Mich.

**Power:** 250 watts

**Population:** 164,292

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thousand words" he is apt to be contradicted by the experience of station WJEF Grand Rapids, Michigan, in the field of public service.

What happened when that radio station got after their listening audience with an urgent appeal after appeals through all other mediums had failed proved that radio truly gets the readiest response from its listeners.

Next time anyone quotes the old saying about "one picture being worth ten

It all started with the drive for funds for the Kent County Humane Society. For three years the agency had been trying



to raise money to build a badly-needed animal shelter. Many public appeals had been made. Movie trailers were used for many weeks. Movies showed pathetic pictures of injured animals and lost animals together with appeal for funds. In the lobbies of the theaters volunteer workers were posted to take contributions.

There were no results.

Front page features were run in Grand Rapids newspapers, using the same basic appeal. Yet in over three years, only a few hundred dollars of the five thousand needed had been collected for the new shelter, according to Jack McLaughlin, Director of the Humane Society and the only salaried official of that organization.

McLaughlin, just before Christmas this year, turned to WJEF for assistance in raising funds for the campaign. Bruce Grant, emcee of WJEF's "What's New" program, took up the appeal. Tying it in with the Christmas spirit, he asked the

been aired, this feature has met with marked success.

Bruce has managed to find owners of lost pets daily. Calls poured into the Humane Society asking for the pets in such great numbers that the Society had to cut down on the number of descriptions offered, or their regular work would be impossible because of telephone calls.

Through this ingenious device of associating pet owners with the job the Humane Society was trying to do, and the funds it needed to do that job, Bruce set off the spark to collect those very funds.

For during the portion of the "What's New" show concentrating on animals, Bruce broadcast his appeal for funds for the new animal shelter. On four different occasions over a period of a week and a half the appeals were made.

By that time, McLaughlin called WJEF to report that audience response had been

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## Aids Humane Society

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public to support the long-recognized need for a new animal shelter. Listeners were asked to send in only one dollar to the Humane Society as a good-will Christmas gift to themselves. The scheme clicked.

A daily message from the Humane Society became a regular feature on "What's New" which is broadcast Monday through Friday at 8:30 A. M. Descriptions of lost and found animals reported to the Society, were broadcast in an effort to find owners of lost pets and homes for stray animals. Since "What's New" has

so terrific that more than enough money had been sent in so that the shelter might be built. The day before Christmas, mail delivery had carried the receipts far over the needed five thousand dollars.

WJEF is a station that has delivered the goods. They have been instrumental in providing a much needed facility for the Humane Society to carry on its work. At the same time, WJEF has created for itself an immeasurable amount of good will among its listeners for performing in the public interest.

# Sponsors Benefit Th

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**AIR FAX:** Program of fairy tales for children sells children's clothing for Salt Lake City department store.

**First Broadcast:** April, 1947

**Broadcast Schedule:** Monday through Friday, 5 P. M.

**Sponsor:** ZCMI Department Store

**Station:** KSL, Salt Lake City, Utha

**Power:** 50,000 watts

**Population:** 149,934

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A department store in Salt Lake City, Utah is selling greater quantities of children's clothing since it began advertising via the medium of radio.

ZCMI Department Store in Salt Lake City is the sponsor who is cashing in because of a radio program directed toward an audience of children. The show is titled the "Story Princess" and it is aired Monday through Friday each week over KSL Salt Lake City. Program is a quarter-hour of imaginative entertainment starting at 5 P. M. each broadcast day.

Featured performer on the show is Alene Dalton, who is author of several best sellers in the field of children's books. Miss Dalton relates tales, fairy tales, which never grow old and which never lose their appeal for youngsters. And that is the simple, but amazingly effective format of the show—the telling of fairy tales which appeal to all ages, six to sixty.

Amazing also, is the merchandising effect to be achieved via the format of the "Story Princess" show, and all the activities combined with it.

Naturally, all commercial messages are confined to children's clothing in the ZCMI Department Store. The direct

method of selling is applied in all the commercial announcements.

Actually it is the activity program used in conjunction with the "Story Princess" that sells merchandise for the sponsor. Alene Dalton, the talented Story Princess, is experienced in the merchandising of children's clothing and takes a personal interest in the activity schedule. Boys and girls are invited to join the TKT-DKD Club. Meaning of the initials are revealed only to those who write to the Story Princess and tell her their kind deed for the day. Names of the listeners are mentioned as part of the "Birthday Club" and those so honored are feted at the birthday party held once each month. Promotional tie-in possibilities are unlimited. Attendants at the monthly birthday parties average around three hundred.

Format of the show is simple yet the mail response for this program has been of tremendous proportions. The show has been of such high entertainment value for boys and girls that it has won several national awards.

Yet the formula for success is really as simple as the show itself. It is special care and attention to details that has won acclaim for the "Story Princess." Care is exercised in selection of recorded music and musical bridges. Appropriate sound effects add color to the story. So the young listeners get a colorful, appealing program, embodying the stories they love to hear with music that makes those fairy tales seem almost real.

ZCMI is the largest department store in Utah and one of the largest in the West. Their radio advertising job is a huge one and it is followed up by newspaper, direct mail and magazine promotion.

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# igh 2 KSL Programs

An informative afternoon program aimed at women listeners is proving its commercial as well as entertainment value for audience, sponsor, and station.

"At the Crossroads" being broadcast over KSL Salt Lake City, Utah under the sponsorship of Groves Laboratory Products of St. Louis, Missouri, is the program that is winning plaudits from every direction.

Featured performer on the "At the Crossroads" show is Ethel Baker Callis, who presents before the microphone interesting personalities, people who are in

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Ethel Baker Callis, featured on "At the Crossroads," aired at 2:25 P. M. Monday through Friday on KSL, Salt Lake City, Utah

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the news, and those with something unusual or novel to talk about. Mrs. Callis' unusual ability for bringing out the ultimate in what is audience appealing and thought provoking is one of the factors which has made such a substantial contribution to the sparkle of the show. Mrs. Callis has had years of experience in radio interviewing. She knows what to say and how to say it—she has a faculty for getting at the roots of interest. In local drama and radio circles she is widely-known. As she sells herself and her guests, she also sells her sponsor's product.

Groves Laboratory sponsors the show only on Monday, Wednesday, and Friday. The other two days are still sustaining.

Aired for five minutes each day Monday through Friday at 2:25 P. M. over KSL, the costs of the show are at a minimum for

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**AIR FAX:** Featured woman star brings sponsor results for interviewing program.

**Broadcast Schedule:** Monday through Friday, 2:25 P. M.

**Sponsor:** Groves Laboratory

**Station:** KSL, Salt Lake City, Utah

**Power:** 50,000 watts

**Population:** 149,934

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sponsors. Talent costs run ten dollars for each show, which is certainly reasonable. Commercials vary in length; some are transcribed while others are live. The approach is the more the clincher kind of advertising. And it works amazingly well. This is an excellent example of the greatest benefit from the least in advertising outlay.

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# SPONSOR'S BREAD

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**AIR FAX:** Disc jockey show with a couple of ingenious twists in commercial announcements sells a lot of bread for baking company sponsor.

**First Broadcast:** September 2, 1947

**Broadcast Schedule:** Monday through Friday, 4:30 to 5 P. M.

**Preceded by:** "Hint Hunt"

**Followed by:** "School of the Air"

**Sponsor:** Adams Baking Company

**Station:** WPAY, Portsmouth, Ohio

**Power:** 250 watts

**Population:** 40,466

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A musical platter show served up by a nimble "head waiter" disc jockey is selling greater quantities of bread for its sponsor, the Adams Baking Company.

Setting for the broadcast is the "1400 Club" aired over WPAY in Portsmouth, Ohio, Monday through Friday from 4:30 to 5 P. M. Sponsored by the Adams Baking Company since September, 1947, as only a fifteen minute segment of the musical show aimed at teen-agers, the sponsor found sales climbing so that in November of 1947 they purchased the entire half-hour of the show.

When the sponsor first bought the "1400 Club" they were just a little doubtful about how successful results would be. Since inception of sponsorship, however, they could not be more pleased. Their Pan Dandy Bread is chalking up an admirable sales record with increases steadily mounting.

Pan Dandy Bread is the only product ever advertised on the show and it has been proved that the teen-age youngsters

are the listening audience who carry the advertising message to the family kitchen and to the thrift and quality seeking home-maker.

Commercial messages used on the "1400 Club" are unique. They are part of the formula which makes this dish of entertainment such a treat for sponsor and listener alike.

It all began when WPAY's "1400 Club" tried to think up an advertising stunt unusual enough to stir up some more participation among its teen-age audience. Bill Dawson, "head waiter," disc man, created the stunt that grew to such gigantic and promotion-worthy proportions. He started out simply, by letting one of the members of the studio audience—which usually numbers around fifty teen-agers each day—read a commercial message on the program.

Originally, teen-agers read prepared commercials by the Continuity Department at WPAY. This was later changed and the members themselves submitted continuity written by themselves for station approval. The accepted continuity was then aired by the person who scripted it. This, undoubtedly, has caused more participation by the members than any other single thing.

As the situation developed, the kids in the audience began fighting "tooth and nail" for the honor of reading the commercial announcements. The stunt ran into an advantageous detour when the teen-agers who belonged to the "1400 Club" began writing commercials themselves. Competition mounted and Pan Dandy Bread sales increased.

# *SOLD BY DJ SHOW*

One girl member of the club finally put a stop to written commercials. Sylvia Bollatta, fourteen-year-old Central High School student, came up with a musical jingle, for which she has composed both words and music. The first time the singing advertising message was aired, the staff pianist, Dottie Page, accompanied Sylvia on the piano. A platter was made of the jingle and now it is the commercial used on the show.

Before long, however, another jingle will be on the air. Sylvia's success in getting in on the act has given many another aspiring young high school student the idea of trying his musical hand at jingle writing for radio.

Psychologically, the jingle writing stint works wonders for sponsor and listener. The youngsters participating try like crazy to outwrite each other and, all the while, they are having the experience of not only listening to a program, but also sharing in it. Their enthusiasm for the sponsor's product and the part they have in boosting sales is boosting sales. It is that enthusiasm that is constantly reflected in their inventive verses for Pan Dandy Bread.

In addition to creating wide audience participation via the commercial technique, disc jockey Bill Dawson thought up another scheme. Again, competition is involved though here it is on a broader scale. Dawson is conducting an attendance contest with a single plaque going to the school which has the greatest representation on the designated day.

With all these inventive methods for selling this show and the sponsor behind it, it is no wonder that the Adams Baking Company is now sponsoring the "1400 Club" for an hour period.

Popularity of the show is also indicated by the mail pull. On the average, from three hundred to four hundred and fifty cards and letters are received each week. Most of these request that certain specified selections be played. Most important and most significant, however, is that almost all mail is noted with "I eat Pan Dandy Bread" which seems a very positive indication of the imprint the commercial messages are making on listeners.

Air time of the program late in the afternoon is another factor contributing to the success of the show. It is at this hour when teen-agers are back from school, are waiting for dinner, and can relax to the accompaniment of the popular musical platters served on the show. The program is preceded by "Hint Hunt," a CBS program, and it is followed by another CBS offering, "School of the Air."

Actual format of the show is designed to please the musical palates of teen-agers. Geared strictly to the tastes of high school-age boys and girls, the program offers popular songs and novelty tunes.

Selections are chosen by letters from members of the club who now number fifteen hundred strong. Originally the show was nothing more than a request show until the Adams Baking Company bought it in 1947. Only gimmick used now is the membership card issued to all members. Only restriction imposed is that members be above the age of eleven years.

A little originality goes a long way. In this case, it is, through a clever appeal to a teen-age audience, selling a greatly increased amount of a family product. Little advertising expenditure and a lot of ingenuity is putting Pan Dandy Bread in the majority of homes in the Portsmouth area.



## AIRING THE NEW

### "Banned in Boston"

"Banned in Boston," a thirteen week series of "Stories to Remember," is making its debut over WCOP in Boston at 10:30 P. M. on Tuesdays. Program consists of a fifteen minute drama based on subject of tolerance. Following is another fifteen-minute period of round-table talk by high school boys and girls in the area who will discuss the problems on a personal, local Boston level. Talks are moderated by the Rev. Duncan Howlett of the First Church of Boston.

### Food Buys Featured

Best food buys of the day will be pointed up by "The Nickel Saver," new KOA Denver program sponsored by the local Save-A-Nickel stores. Contract for a 52-week series Monday through Saturday at 8:30 A. M. has been signed. Announcer Starr Yelland will give the daily bargains in food at the sponsors' stores and spin records with a featured artist or orchestra each day.

### Show for Home Lovers

A new quarter hour Sunday afternoon show devoted to home lovers and home builders is a new offering of KMOX St. Louis. Special emphasis on beauty, efficiency, and utility in the new home and the old is placed by host and commentator, Lee Adams. Directed primarily towards a woman's audience, it also contains a variety of material of interest to a general audience. Adams' philosophical delivery has won him a place already in the homes of thousands of homemakers in the KMOX area who have heard him on previous programs.

### Bring Home the Bacon

Residents of Newark, New Jersey are now being asked to "Bring Home the Bacon." It's all part of WNJR's new quiz show sponsored by the Tantleff Beef Company in Newark each Tuesday at 12:05 P. M. Contestants try for prizes with "meat in them." Hams, steaks, sausages, a leg of lamb, chickens, or eggs and butter go to the winning participants. If the contestant misses the correct answer, he still wins—one gets a pound of bacon to take home.

### New Audience Show

Nursery rhyme nonsense is getting material results for radio listeners via the new audience participation show "Sing for Your Supper." Broadcast over Pittsburgh's KGV, the program is emceed by Joe Mann, who uses telephone recordings to allow listeners to "sing for their supper." A melody is played. A phone call is made to a listener, requesting him to identify the tune and sing it. The song is then recorded. Three calls are made during the program, and the best singer is awarded a liberal supply of food products. Record of the winning "Voice" is played over the air.

### Personal Approach to News

Women's international news is getting the personal approach from WRNL's woman commentator, Polly Daffron. Over the Richmond, Virginia station she has introduced to her listeners the Launay family of Rennes, France. Weekly letters from children of the family and their parents and an uncle will give the WRNL audience a picture of life in Rennes and Paris today. Italian and English and Scandinavian family groups will get the same treatment later in the series.

### Right Answer—Free Meal

A free meal plus other prizes is the gimmick being used in San Antonio's newest radio quiz show. Broadcast over KMAC and KISS in the Texas city, the new "I'll Buy Your Dinner" program will be heard every Tuesday and Thursday from Ciro's Restaurant. Program is emceed by Bud Whaley. Besides picking up the check of



the diners at the restaurant who answer his questions correctly, Whaley will offer other awards.

### ● **"Baby Talk" by Tots**

A fifteen-minute show with a novel twist is making its debut over WOAI in San Antonio. What's new is that "Baby Talk" will consist of one hundred per cent masculine discussion of tiny tots. Cast is composed of Lee and Perry Dickey with music by Melvin Winters at the piano and organ. Suitable theme song is "Baby Face."

### ● **Morning Disc Show**

A new early morning disc show featuring Norman Kraeft as platter server has made its bow on WGN in Chicago. "Rise and Shine" will be aired Monday through Friday from 6 to 6:30 A. M. Music will be slanted at city and country listeners.

### ● **Dreams Come True at WDRC**

Dreams are becoming realities at WDRC, Hartford, Connecticut. Personnel of the station and their guests are being invited to put on their "dream shows" each Saturday at 1:15 P. M. Invitations mean that guests who will be given a chance to make their radio dream show come true. Newspaper columnists and prominent persons are among the guests who will be given a chance to make their radio dream show come true.

### ● **Banker Featured On Farm Program**

An unusual type of farm and ranch program, "The Roving Banker" is the new feature of WOAI in San Antonio. A half-hour of news, views, and interviews about the Texas outdoors scheduled for 6:30 A. M. each Saturday is the general outline of the show. "The Roving Banker" himself is Lucian Jones, vice-president in charge of agriculture and livestock division of the Alamo National Bank which sponsors the program. Jones and Bill Shomette, WOAI Farm and Ranch Director and emcee of the show, will visit surrounding communities. The plan is for them to participate in discussions of interest to listeners whose occupations and activities are allied with out-of-door life. Live and transcribed inter-

views with bank presidents, farmers, ranchers, sportsmen and agricultural authorities will be featured on the series.

### ● **Western Show Aired Tri-Weekly**

"Straight Arrow," a western adventure show, is being aired three times weekly now over WGN in Chicago. The new program will point up the role of the American Indian in the development of the West. Steve Adams is the Indian-born rancher hero who shoots golden arrows to announce he is on the trail of law-breakers. This will be an evening show Mondays from 7 to 7:30 P. M. and a late afternoon broadcast Tuesdays and Thursdays at 5 to 5:30 P. M. Rancher Steve Adams dons Comanche war-paint and hunting equipment for the series and mounts his golden palomino, Fury. Nabisco Shredded Wheat, part of the National Baking Company, sponsors the show.

### ● **Documentary Series**

Alcoholism takes the radio spotlight on "It's Your Life," documentary program being broadcast over WMAQ, Chicago. In a series of five programs the course of the typical victim of alcohol from his first to his last drink and eventual cure will be traced. Authentic tape-recorded interviews will tell how modern physical and psychiatric treatment can and does result in a complete recovery from the disease.

### ● **School Series Starts on WJEF**

A new series of programs involving the Grand Rapids High Schools, the Board of Education, and the Parent-Teacher Association has been started on WJEF, Grand Rapids, every Saturday from 5:00 to 5:30 P. M. Programs are recorded in the schools and rebroadcast at Saturday time. Visiting a different high school each week, WJEF will record programs of four different types: Musical features, making use of the various musical aggregations of the school; Forum programs, with representatives of debate and social science classes discussing current issues; Classroom programs, which will show the students and teachers at work, and sometimes employ "hidden microphone" techniques; and General programs,

spotlighting some phase of general school operation.

Titled "Our Schools in Action," the new series was originated by Dr. Willis Dunbar, Public Affairs Director of the Fetzer Broadcasting Company, in cooperation with the Board of Education and the Principals of the Grand Rapids High Schools.

### **WOR Magician Series**

WOR New York has scheduled a new program on Sunday from 2:45 to 3 P. M. entitled "Blackstone, Magic Detective." Novel dramatic mystery series featuring the famous magician Blackstone is sponsored by the Blackstone Washing Machine Corporation, manufacturers of home laundry equipment. At the close of each broadcast, Blackstone explains to the listeners one of his own magic tricks in a simplified manner.

### **"This Is Bing Crosby" Debuts on WCAE**

WCAE has been selected in the Pittsburgh area to carry the new "This Is Bing Crosby" transcribed series of programs every day Monday through Friday at 12:45 P. M. under the sponsorship of The Vacuum Foods Corporation, processor of Minute Maid, fresh frozen orange juice concentrate.

Pittsburgh's major stations made fervent pitches for the show, and WCAE was selected by the advertiser because of WCAE's outstanding promotion facilities and the excellent availability—the 12:45 spot preceding woman commentator Florence Sando at 12:30 and the high hooperated Louis L. Kaufman newscast at 1 P. M.

WCAE is publicizing "This Is Bing Crosby" with a barrage of courtesy announcements, point of sale displays, direct mailing, newspaper ads and special shows featuring Bing Crosby recordings.

### **Art Show Aired on KTRC**

A new show on KTRC Santa Fe, combines art with radio. At 7:15 P. M. each Friday, painting, literature, music, dance, and the theatre are discussed. Format of the program is built around reviews of

local, national and international art news and a discussion of some issue dealing with the arts. Writer-producer is Alfred Morang, painter and art critic.

### **New Birthday Program**

WGVA Geneva, New York, has developed a new show titled "Happy Birthday to You" which is aired Monday through Friday at 11 A. M. Staffer Bob Asman announces the birthdays of local listeners and gives names of famous people celebrating their birthdays on the broadcast date. Brief biographical notes round out the presentation.

### **New Kiddie Show**

Latest juvenile production on WNJR Newark, New Jersey, is a series called "Let's Be Happy." Aired each Sunday at 1:30 P. M., the programs feature youngsters from the Newark area between the ages of five and fourteen, who have shown marked vocal or musical talent in auditions. As mistress of ceremonies, Gladys Burns conducts the auditions.

### **New DeeJay Show**

A new disc jockey program debuted on WOR New York, at the end of December. The half hour "Bill Williams Show" is supported by vocalists Stuart Foster and Martha Wright and the WOR Orchestra directed by Emerson Buckley. Show is aired at 8 P. M. Thursdays.

### **Tune-O Quiz**

New quiz game for radio made its initial appearance on WJHP Jacksonville, Florida, January 3. Titled "Tune-O" it is played with a specially lined scoring card, and offers to WJHP listeners prizes comparable to those given on network shows. Wayne Farrell, disc jockey who sold \$6,000 worth of radios in thirty minutes on the air, announces the hour-long afternoon program.

### **KDKA Gets Eddy Arnold Show**

The Eddy Arnold show, starring America's No. 1 folksinger, will be heard every Monday, Wednesday and Friday morning on KDKA at 8:15 beginning November 1.

Sponsor is the International Milling Company.

Eddy Arnold, whose sensational popularity has earned him feature stories in *Time* and other national magazines, is assisted by the Willis Brothers, Hal Horton, the Tennessee Plowboys, the Oklahoma Wranglers, Jud Collins, and such sparkling guest stars as the Dinning Sisters, Cowboy Copas, and others.

Arnold started life as the youngest son of a cotton and corn farmer in Chester County, Tennessee. While still a youngster he played guitar in brush-arbors and at square dances. He got his big break when he was 18, with a unit at a Jackson, Tennessee radio station. From there he went to Memphis and later to St. Louis.

He is well known for his work with Grand Ole Opry in Nashville, and for his RCA-Victor records.

### Show for Women on WCON

"Let's Hear Now" is the newest presentation on WCON Atlanta, Georgia. Presented by Doris Lockerman, associate editor of the *Atlanta Constitution*, the show's format is made up of a fifteen-minute chat about interesting people, as well as sidelights on the news. First broadcast was aired January 3 at 8:45 A. M.

### "Listen and Live"

The Greater Detroit Plymouth Dealers Association is sponsoring a new early morning broadcast over WWJ Detroit. Originating from the office of the director of traffic at Detroit police headquarters, the ailer gives listeners information on weather, street conditions and traffic hazards.

"Listen and Live" also includes music and comments. Agency for the association is Powell-Grant Advertising.

### Clever Combination

Combining a forum type show with a giveaway gimmick has produced "Flint Town Talk," new ailer over WBBC Flint, Michigan. Presented at 10 P. M. each Monday, it was prompted by the question, "Whence goes our city?"

Participants in the program are teachers, doctors, lawyers, businessmen, politicians,

union leaders, and clergymen who are not identified. Listeners who correctly name the participants are awarded prizes.

### New KMPC Show

Chef Milani, "King of the Kitchen," is heard on a new program on KMPC Los Angeles, Monday through Friday 9:30 to 9:45 A. M. A 52-week participation sponsorship on the program has been signed for by Wilson and Company, Inc., through Davis and Company. American Beauty Macaroni Products, through the Dan B. Miner Company, has signed for thirteen weeks.

### Organist Art Hinett in New Morning Series

Art Hinett, veteran Philadelphia organist, is back on KYW as staff organist with a morning schedule of programs entitled "Art Hinett and Company."

Featured vocalists with Hinett on the 9:45—10 A. M. series are Lee Morgan and Kandi Anderson. All three have been musicians since childhood.

Hinett began his career at the age of 13 as a pianist at the Royal Theater in the Frankford Section of Philadelphia. His father was a projectionist in the theater and Art played accompaniment for the pictures. He has been a professional organist for 26 years.

Lee Morgan, who also appears on KYW's "The Lunchtimers" program, has been active in radio since childhood. She made her first appearance on a Reading, Pa. station at six. Eighteen months ago she came to KYW and has made several television appearances in addition to her radio work.

Kandi Anderson, newest vocalist at KYW, rose to prominence in 1947 when she made a network appearance on "The Big Break" as a Philadelphia finalist. Now 18, she has been singing in local radio since age 11.

Informality is the keynote of the new "Art Hinett and Company" series. On Mondays and Wednesdays Lee Morgan sings along with Hinett while on Tuesdays and Fridays Kandi Anderson is the featured vocalist. The program is produced by George Skinner.





## CONTESTS

### **250,000 Students Enter Democracy Script Contest**

A total of 250,000 students in 48 states, Alaska, and the District of Columbia, wrote and dramatized broadcast scripts on "I Speak for Democracy" in the contest sponsored by the U. S. Chamber of Commerce, the National Association of Broadcasters and the Frequency Modulation Association.

Contest began with intraschool eliminations, and moved on into community competitions, judged by panels named by local junior chambers of commerce. State contests were judged by means of transcriptions made from original broadcasts by local radio broadcasting stations.

Winners will receive their awards at a Washington Luncheon from Attorney General Tom C. Clark. NAB member stations participating in the contest in the home communities of the national winners are: WAKR and WHKK, Akron, Ohio; WAYS, WBT, WGIV, and WSOC, Charlotte, North Carolina; WKBW, Hutchinson, Kansas; WMIN, St. Paul, Minnesota; KSTP, Minneapolis.

### **WOV Runs Disc Contest**

Disc jockey contest for high schoolers with the winner to get his own show and an eight-week contract with WOV New York during the summer of 1949 is being run by WOV. Three judges are conducting the contest, with each entrant spinning one record and filling two minutes of time with original chatter. Best of the lot will be selected by write-in vote.

### **Station Sponsors Music Contest**

For the sixth year, WTMJ and WTMJ-FM Milwaukee and the Wisconsin Federation of Music Clubs are sponsoring the "Starring Young Wisconsin Artists" contest. Forty-five finalists of the group of young vocalists and musicians will take part in the 1949 series of programs to be heard on the stations beginning January 8. Three finalists will appear on the program each week, and at the end of the series three winners will be chosen to receive \$1,000 in cash music scholarships. These are awarded annually.

### **"Cinderella" Contest Presented on WGN Chicago**

To the lucky person who guesses "Who Is Cinderella" will get several thousands of dollars in prizes from Goldblatt's Department Store, Chicago. This contest is being presented on WGN's "Let's Have Fun" program.

"Cinderella" is a prominent American woman. Clues to her identity are given weekly on the show. Phone calls are made from among entries received in the store. To heighten interest in the contest, one of "Cinderella's" shoes will be displayed in the radio studio of the store.

### **KEX Promotes "Favorite" Contest**

Portland station KEX recently ran a promotional contest for its Western audience in which contestants completed the sentence, "My favorite radio program is . . . because . . ." Two special Westinghouse radio-phonograph combinations were awarded to top entries each week for five weeks.

First week returns for the contest, aired over the 50,000 watt outlet, were received from as far south as San Francisco and as far north as Alaska, with the main bulk of the mail postmarked from counties in western Oregon and Washington.

## **Texas Jackpot Winners Receive Silver Dollars**

KITE, San Antonio, Texas, has brought a new radio quiz game on the air. Known as "Sixty Silver Minutes," it is heard Monday through Friday for a full hour. From letters sent to the station, names are selected and called during the program. If these people answer their questions correctly, silver dollars are given them in the payoff. During the show there is a Jackpot Question which increases in value \$5 each day it goes unanswered.

Sponsors include Mrs. Bohnets Bakery, Sunshine Laundry, Roeglin Provision Co., and Sommers Drug Stores. Alec Chesser is emcee.

## **WHOM Launches Contest**

An \$11,000 promotional contest was opened to its listeners recently by WHOM, New York foreign language station. Contest was equipped with the currently popular "phantom voice" gimmick and a slogan contest on "Why I Listen to WHOM."

Prizes were awarded weekly, and the final jackpot prize was presented at the end of October.

## **Music Makes Scholarships**

Three young Rhode Island musicians will receive all-expense scholarships from WPJB, FM station of The Providence Journal Company. It's part of the competition sponsored by the station and the Rhode Island Federation of Music Clubs. Contestants receive their qualifying auditions as part of the Musical Horizons program broadcasting every Sunday by WPJB. Finals will be aired on the closing day of National Music Week, May 8.

## **Valentines Rate Radios**

For the second consecutive year, Carol Adams, woman director of WHBC in Canton, Ohio, is conducting her original Valentine contest. Listeners who submit

the most artistic homemade creations receive radios as awards for their skill. Last year 800 valentines were entered. Valentines received this time will be distributed to local hospitals and orphanages by Miss Adams.

## **Talent Hunt on WCCO**

Five talented youngsters are competing for a \$1000 Savings Bond Award from Phillips Petroleum on "Phillips Talent Parade" broadcast over WCCO in Minneapolis. Since inception of the show last July, approximately 400 amateurs have been auditioned. Another twenty-week series will soon be inaugurated for a second \$1,000 prize.

## **New KTLA Show**

Signing of a new 26-week contract by Lowell & Bradfield, Furriers, of Beverly Hills, for sponsorship of KTLA's Women's Page, Magazine of the Week, was announced by Harry Maynard, Sales Manager of KTLA, Paramount Television Productions, Inc. This new long-term contract was signed after a four-week "test" sponsorship, which proved the sales impact of telecast fashions, according to Merrill Lowell, owner of the firm.

This segment of the "Magazine," conducted by Rita LaRoy, is a women's interest feature with a fashion show flavor, the showing of furs being varied with coordinating accessories and general women's wear. This variation has been highly successful in holding the viewers' interest from week to week as well as from a commercial standpoint.

The "Magazine," telecast from KTLA every Sunday night, with Gilbert Martyn as Editor-in-Chief, has achieved wide popularity. In addition to its Women's Page the "Magazine" includes a Sports Page in which famous personalities are interviewed and its Feature Page, which highlights unusual people, hobbies and events.



## SHOWMANSHIP IN ACTION

### **WNAX is Contact Point During Blizzard**

WNAX Yankton, South Dakota, was the official contact point for farmers and ranchers isolated in Rapid City during recent blizzards. Mayor Earl Brockelsby short-waved a request to WNAX that instructions for snow signals to obtain food and medical aid be broadcast to those in the disaster area. WNAX went on the air with code instructions while pilots searched the area for ten-foot letter "F's" stamped in the snow to indicate families in need of food. During the first day of broadcasting, eight ambulatory cases were taken to the Rapid City Hospital as a result of the "I's" for "injured" placed in the snow by WNAX listeners.

### **Fan Shovels Studio Free**

An S. O. S. from a KTAN announcer in Sherman, Texas, who was studio stranded in a severe snow storm resulted in his rescue by a public spirited listener. Call for help was sent out when the announcer discovered the entrance of the studio was frozen shut. Sleet and snow blocked the doorway to hold the announcer and the studio engineer captive. A listener heard their distress message and with pick and shovel dashed to the rescue. Broadcaster, meanwhile, kept on with a blow by blow account of the situation. The program signed off with thanks to the benefactor of the storm-bound men.

### **Highway Info Aired**

Highway information of special value to farmers, truckers, and week-end travelers is the highlight of WTAR Norfolk's 6 A. M. newcast every Friday. With the cooperation of Resident Engineer E. D. Hubbard, the program gives beneficial information concerning highway construction, unusual road conditions, and detours. In addition to this regular weekly feature, WTAR also broadcasts emergency highway information whenever necessary.

### **WNLK Finds Family a Home**

A woman and her five children evicted from their house found themselves with a home again after WNLK Norwalk publicized their plight. WNLK news room ran a few features on how the family had lived in primitive conditions in Norwalk harbor after they had been evicted. Nora Walker, the station's woman reporter, interviewed the mother on the radio in an effort to find her family a home. Out of the many offers made by listeners, one was found practicable for the family to accept.

### **"Marriage for the Millions" Airing on WCOP**

WCOP, Boston, is the Hub outlet for "Marriage for the Millions," dramatic series showing how marriage counseling works, produced by the Family Service Association of America. Fifteen minute ET's tell true life stories of married couples whose marriages were saved from failure through counseling of professional family caseworkers, with such guest stars as Jinx Falkenberg, Bert Lytell, Rosalind Russell, Lanny Ross, and John Kieran.

WCOP series is airing in cooperation with the Family Society of Greater Boston, and presents brief comment by a local person in the field on each program, 3:15—3:30 P. M. Sundays.



## Show to Help Blind

How the public can give real assistance to the blind is the subject of a public service program being aired over KGFJ Hollywood. Informative talks by James B. Garfield, who has been blind for seven years, will include helpful suggestions on how the blind should be treated, the various traffic laws made to protect them, and other important pointers. Program is broadcast fifteen minutes weekly.

## Station Finds Woman

Discovery of a missing woman was made recently largely through efforts of WJTN Jamestown. Via a local news program on that station public interest was aroused. County and local authorities were alerted to search and had informed the WJTN news bureau of the case. Occupants of a Lafayette street house noticed the presence of an unknown woman and notified the police, who returned her to relatives.

## Station Helps in Blizzard

During a raging blizzard which swept Southeastern Wyoming recently, the "voice in the darkness" was Cheyenne station KFBC. After receiving special permission from the FCC, KFBC, the only radio station in Wyoming's capital city, started operating on an emergency basis to help locate persons stranded in the storm, to answer urgent requests for food, medicine, and to give information to those at home who were minus milk, and other essentials till the storm subsided.

## Series to Solve Problems

Members of the Oregon legislature and other legislative experts are being interviewed by newscaster Lawson McCall

over KEX, Portland. "Spotlight on Salem" is the public service broadcast to be heard each Saturday during months the legislature is in session. Purpose of the series is KEX's hope "to bring more general understanding of the problems facing the state."

## KLZ Distributes Bananas

When KLZ Denver, Colorado, heard that the General Fruit Company had an excess of several hundred pounds of bananas, it sent Jim Bennett to investigate. The obvious solution was children. So Bennett loaded a KLZ truck with bananas and took them to the youngsters at Saint Clara's Orphanage in Denver.



## Books Sent to Veterans

For the entertainment of hospitalized veterans, 1000 new books have been sent to the Veterans Administration in response to a four-broadcast appeal made by "Author Meets Critic." Aired over WNBC New York, the appeal is being continued indefinitely.

## WDUZ Issues News Sheet

To satisfy the many people who prefer the paper with their morning meal, WDUZ Green Bay, Wisconsin, is issuing a new printed news sheet. "Bulletins from the Morning News" is a small sheet carrying news of the vital events in the nation, the city and sports world, plus the weather forecast. Distribution covers restaurants and drug stores.



## PROOF O' THE PUDDING

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### Mail Proves Pulling Power

After receiving a total of 17,129 letters from 42 states and six Canadian provinces as the result of a mail-offer show, there is proof positive of the early morning pulling power of Detroit's station WJR.

Free automatic pencils were the featured offer made by disc jockey Fran Pettay to anyone writing and requesting them via the "One Hour of Entertainment" program sponsored by Chrysler Corporation Monday through Saturday from 1 to 2 A. M. Sunday morning. Stipulation was that requests for the pencils had to be postmarked within 24 hours of the announcement.

Chrysler Corporation received the 17,000 answers all postmarked within the time limit despite closed postoffices and other Sunday inconveniences.

•

### WFIL Show Wins Award

"The Magic Lady Supper Club," heard over WFIL Philadelphia, has won a grand prize in its division in a nation-wide contest conducted by the National Retail Dry Goods Association. A children's variety show is the theme of the prize-winner. Woven into the format is a continuous adventure story thread. The Magic Lady is portrayed by Charlotte Dennis. Her headquarters are the "Magic Castle" in Lit Brothers department store, sponsor of the program.

•

### Sixth Award to Show

"Little Songs on Big Subjects," WNEW's prize winning show, has received its sixth award for advancing the cause of democracy. The Wilkie Memorial of Freedom House has just presented WNEW New York with its 1949 Civil Rights awards. Presentation was made at a Carnegie Hall meeting attended by 3,500 people. Ted Cott, vice-president in charge of programming for WNEW, accepted it on behalf of the station.

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### Aerowax Repeats Two Shows

Sponsorship of two high-rated daytime serials has been renewed for 1949 by the Aerowax Company. Boyle-Midway, Inc. makers of the floor wax, and Whitehall Pharmacal Company are co-sponsoring "The Romance of Helen Trent" and "Front Page Farrell." The Helen Trent story is aired daily over 88 CBS coast-to-coast stations while the Farrell series brings the Aerowax sales message to a national housewives' audience on 57 NBC stations daily.

•

### WJZ Commentator

One of the top women radio commentators, Maggie McNellis, whose program, "Luncheon with Maggi McNellis and Herb Sheldon at the Latin Quarter," is heard Monday through Saturday over station WJZ New York, has been retained as commentator for a big time "Crisp Look Fashion Show" at the Waldorf-Astoria this month.

•

### Glendale Coal Renews

Glendale Coal Company has renewed their sponsorship of "Tellotest" on WNAC Boston, for the next twenty-six weeks. Program is aired every Tuesday morning at 9:15 A. M.

## Show Gains Big Mail Pull

Three one dollar investments pulled over 111,000 letters from five Pacific Northwest states, three Canadian provinces, and Alaska. Volume of mail came as result of three contests on KIRO Seattle Show, "Pass the Buck." Jack Douglas, emcee, hid an imaginary dollar bill, then gave one clue each night as to where it could be found. Listeners were asked to send in guesses after ten clues.

## Listener's Canary Learns to Sing

Even birds listen to disc jockey shows, it seems. Charles Baxter, platter spinner at WTOL in Toledo, Ohio, got a thank-you note the other day saying just that. Apparently, the lady's pet canary had never sung a note till he listened to record Baxter spun on on his "1230 Record Club" show. After that the canary started to warble and kept on warbling whenever certain records were played.

## Jewish Program Renewed

Radio's longest running Jewish program, "The Jewish Philosopher," has been renewed for the twelfth consecutive year by the Carnation Company. "The Jewish Philosopher" is heard twice daily at 2 P.M. and 8:15 P. M. exclusively over station WEVD New York. Program is produced and managed by C. I. Lutsky Enterprises, Inc.

## Pillsbury Show Renewed

Sponsorship of "Grand Central Station" by Pillsbury Mills has been renewed for the next fifty-two weeks, it was announced by William C. Gittinger, CBS vice-president in charge of sales. The show is heard every Saturday from 12:30 to 1 P. M., E. S. T.

## Shriner Now Coast-to-Coast

Comedian Herb Shriner's network show has been so successful that it has been given a coast-to-coast hook-up over CBS. The fifteen minute program heard Monday through Friday will now follow the Arthur

Godfrey show on the West coast at 4 P. M. In New York it will be aired at 6:30 P. M.

## Company Resumes Sponsorship

A lumber company in Missoula, Montana, is cashing in on its radio advertising by sponsoring a program slanted particularly toward prospective home-builders. So successful is the show that the firm has resumed sponsorship of KGVO's "News of Western Montana." Jack Shute, junior partner in the lumber outfit, is again doing the work which originates at the microphone at 9:10 each evening.

## AT THE CROSSROADS

(Continued from Page 17)

Time chosen for airing the show, 2:15 P. M., is particularly good on KSL as it follows "Hint Hunt" which is enjoying a considerably good rating. Spot announcements to plug the show are consistently aired. Newspaper advertising and publicity are worked in by the station whenever possible. Also, as far as local promotion is concerned, some material is always included in Drug Briefs which the station sends out each month to all retail Intermountain Druggists.

In using this program and this station Groves Laboratory covers a large territorial sweep. KSL has a 50,000 watt clear channel and consequently blankets a greater part of the Intermountain West. Daytime and night-time coverage ranges from eight to ten Western states.

"At the Crossroads" has been on the air under several titles and formats since 1939 as a show designed to inform and entertain women listeners. However, the present title and format, established last spring, seem set to stick.

Good entertainment on an intelligent level a clever woman commentator with poise and verve, and inexpensive but far-reaching promotional campaigns assure that future. Together they are selling and will sell greater quantities of the sponsor's product at a very low cost to that sponsor, Groves Laboratory.



## POPULAR AMATEUR HOUR

(Continued from Page 9)

by Sachs which advertised via radio, helped to start him on the way to successful business accomplishment.

Sachs originally astounded Chicago's lower income level groups with a new technique in selling clothing. He offered quality clothing at mark-ups often lower than cash sales stores. That technique won him his large following. Today he is selling his merchandise to the third generation offspring of his original customers.

Morris Sachs came to Chicago back in 1910 from Lithuania. He was an orphan with just enough money for the trip. He began his career as a house-to-house peddler. Expanding his line and his sales, he later bought a horse and cart to carry his merchandise. By 1911 he was able to open a sixteen by fifty foot street level credit clothing store at his present location. In 1948 his store at 6638 Halstead Street grossed eight million dollars. He has seven hundred employees on his payroll today.

Also sponsored by Morris B. Sachs is "Date After Ten," a fifteen minute musical program starring singers Skip Farrell and Brooks Randell. Farrell was one of the original contestants who climbed to fame aboard the Amateur Hour.

Fifteen years of advancing opportunity to young entertainers in this country is only a part of the generous policy which has made Morris Sachs the widely-known public figure he is today. Through reasonable, inventive selling technique he has created a large buying group which, in turn, has contributed thoroughly to the success of his enterprises. Through strategically aired, ingenious advertising via an interest-arousing amateur program he has enlarged upon his already large consumer group.

Most important, though, is that Morris B. Sachs has followed a continuing policy of generosity and philanthropy. With that policy he had created good will among the members of his audience. And in that way, he has built his success.

## BANKS ON THE AIR

(Continued from Page 10)

vertising, in that it has mass appeal, is almost universally available, and is suitable to every advertising approach, from lofty institutional to high pressure selling. But, as in newspaper advertising, it is consistency that counts. You must hammer away week after week, month after month, because it is impression after impression that does a really good job of selling.

Radio is perhaps more suitable to volume banks which make installment and home loans, and seek personal and savings accounts, but can also be effective in establishing a bank's character in the mind of the public.

Nonetheless, getting the account of a large corporation through radio advertising is so remote that for all practical purposes we had best consider radio merchandising as strictly beamed to the lower and medium income groups. There are a lot of these people and their business is profitable too!

In setting up a radio program, you should decide which services you want to push, and then which segment of the listening public you wish to reach. Or do you want to take a pot shot at everybody? Perhaps you wish to beam to housewives, families, or even to children. Time and programs are appropriate for each group.

Cost enters into the picture! Can you procure time and program which will command a suitable audience in your market at an economical cost per impression delivered?

You must choose a time when the desired audience will be available. You must choose a program which will appeal to this particular audience and will outpull its competition. Hence, you must spend enough to insure a good audience, yet not enough to be foolhardy.

Even though we intensely dislike Goebbels, the man and his memory, we must admit that he was a master of the propaganda technique, and what is advertising but commercial propaganda with ethical valves?

In Goebbels' diary, he wrote:

"In the evening I had a long talk with

my mother who, to me, always represents the voice of the people. She knows the sentiments of the people better than most experts who judge from the ivory tower. Again I learned a lot, especially that the rank and file are usually much more primitive than we imagine. Propaganda must therefore always be essentially simple and repetitious. In the long run only he will achieve basic results in influencing public opinion who is able to reduce problems to the simplest terms and who has the courage to keep forever repeating them in this simplified form despite the objections of the intellectuals."

To the bank, radio offers the opportunity to tell its story simply and to repeat that story over and over again. It offers the opportunity to go into the listener's own home and sell its services in a personal, conversational, convincing way.

The audience is there! *Your* problem is to reach it!

## PUBLIC UTILITIES

(Continued from Page 11)

For that wattage keeps your cottage all aglow

And there's toasters and heaters

Roaster, egg beaters

'Frigerators, percolators, blankets for the night . . . how bright our life can be

Thanks to electricity."

An entirely different approach to the use of radio by a utility, and I believe equally effective, was taken by the Boston Consolidated Gas Company. They sponsor a fifteen-minute quiz program, five days a week; their guests are club women selected from the towns or cities served by the Boston Consolidated. The ladies are given the opportunity to win cash awards for their own club, a chance to be on radio . . . which, by the way, is a big treat for some people . . . they are exposed during the broadcast to the commercial messages of the Boston Consolidated, and following the broadcast to a home economic talk by a representative of the Boston Gas. We estimate that this program reaches approximately 6,000 women directly a year, and 26,000 indirectly and directly a year.

Radio broadcasting is effective. We at Harold Cabot & Company put it to a great test last winter. As you may all recall, the snow fell so fast and so often it was impossible for the permanent snow removal crews of the Boston and Maine Railroad to keep its yards clear. We used radio to hire, of all things, snow shovelers. By the use of radio as a medium, we were able to deliver enough snow shovelers for the Boston and Maine to keep their trains running. Incidentally, we found an interesting indication as to how people listen to the radio. Our copy read: "Attention—temporary snow shovelers are urgently needed tomorrow morning by the Boston and Maine Railroad. Men eighteen and over can earn extra money. Report at the rear of 150 Causeway Street, properly dressed tomorrow morning at 6:00 A. M." In spite of the fact that we stated "tomorrow morning," men were flocking to the yards at 6:00 P. M. that night. We deleted the word "urgently" and solved the problem.

As you may know, the New England states is the highest radio set ownership group in the world. Consequently, I do not believe your question is, "Should a utility use radio as an advertising medium?" That should be an accepted fact. Your question should be, "Which of the many techniques in radio advertising will best suit my particular problems?"

I would like to suggest that whatever your individual problems are, your underlying themes should be friendly. Utilities should not mean something overpowering that business men talk about. It should not be a thing that you grouse about paying for because in your opinion it costs too much. The word "utility" should instead spell to everyone, old and young, the warm, bright light in the window replacing the old oil lamp; the modern gas range instead of the less efficient, slower cooking methods; a friendly telephone call from, shall we say, a loving mother-in-law informing you that a bus will be at the railroad station when your dependable train arrives.

Radio—because of its impact, its ability to reach the masses, its flexibility—should be a part of your advertising budget. How best can you tailor it to your needs?

## NO COMMERCIALS

(Continued from Page 5)

Laffey, WLAW Chief Announcer who also produces and presents the show each week. Previously, Laffey had been featured by WLAW in outstanding "Special Events" broadcasts reported by short wave from dirigibles. Laffey explained to listeners how it felt to broadcast from a room where the thermometer registered thirty degrees below zero.

Already, since the show made its initial broadcast on March 11, 1948, representatives of approximately forty-four civic and fraternal and other agencies have appeared on the program. Highlighting the series was the first radio broadcast to originate in the eighty-three year-old Protectory of Mary Immaculate.

The program runs the gamut of radio innovations in entertainment, including in its schedule singing, interviews, music, and drama. Because he chooses to handle the major part of preparation personally Producer Laffey puts in a busy week. Scripting and programming is done in thorough polished fashion, and timed to the second. Principals are rehearsed as many times as needed.

Laffey makes a good salesman for Pacific Mills. Because he is the "Special Eventer" of WLAW he has developed into a New England personality. He has been with the station through its infant days of 1,000 watt daytime operation till its 50,000 watt ABC basic affiliate in Industrial New England.

Ralph B. Wilkinson, banker, civic leader and President of the Greater Lawrence Chamber of Commerce, points out that it would be difficult to assay all the good endowed upon the community through the educational and informative broadcasts. But they have welded together the three towns which form the industrial community of Greater Lawrence so that the people in them are getting to know one another as friends and neighbors.

Lawrence itself is an industrial community of 85,000 people. In addition to the Pacific Mills it boasts other widely-known textile plants which provide em-

ployment for more than 25,000 workers. This town is the hub of Greater Lawrence.

Methuen at the north is a famed historical center highlighted by the mansion of the late Edward F. Searles, who married the widow of Mark Hopkins, founder of the Union Pacific Railroad.

At the south is Andover, home of the famous Phillips Academy for young men, and Abbot Academy for women. Across the Merrimac River is North Andover, where Brooks School teaches students from all over the world.

Incorporated into the Greater Lawrence background, then, is the varied scene of many different groups. All the facets of the lives of these groups have been broadcast to New England via the "This is Greater Lawrence" program. Here is a beginning, producers and sponsors and listeners feel, toward teaching every citizen that Lawrence is a great community because those in it want it that way and are laboring toward that end.

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## AT THE BRASS RAIL

(Continued from Page 13)

direct sales, immediate sales. Through near spontaneous commercial messages they hit that target.

At the same time, the program they are sponsoring is one which has an almost institutional approach. And that is creating for them the good-will which is another step in selling their products.

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## STORY PRINCESS

(Continued from Page 16)

Suiting the sponsor to the show is what has been done with the "Story Princess" and it is a formula that has clicked. A good show for children is selling clothing for children. Parents are pleased; children are entertained. Merchandise is being passed into the hand of the consumer through radio commercial announcements and promotional tie-ins. No sponsor could ask for more from his advertising dollar.



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APRIL 1949



# S Showmanship

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50c IN CANADA

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★ News Sells Cars ★ Mortuary Sponsors Music Program  
★ Girl Emcees Show ★ Showmanship on WFBR ★ Jackpot  
Show Gains Audience Response ★ Store Program Wins  
Grand Prize ★ Popular Afternoon Show ★ Airing the New



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# *Radio Promotes Shopping Center*

How radio promotion can be used in advertising the new neighborhood shopping centers which are popping up all over the United States was the problem which confronted the Delaware Park Shopping Centre in Buffalo.

Shopping centers with full-fledged advertising programs were pretty scarce when David W. Bermant, president of the Delaware Park Shopping Centre, Inc., proposed such a program to the nineteen tenants of the Centre.

Bermant offered to subsidize his tenants' opening promotional effort in the amount of 33 per cent of the cooperative program. All the program had to do was tell local residents that "Della" was coming to town with bargains, free parking, and one-stop shopping for the prospective customers who lived in the north and west parts of Buffalo.

For spot announcements heralding the opening of the store, a transcription was made. The transcribed commercial was done by two announcers and declared that "Della Park" had everything. Included in the listing were various items such as: "Buttons and bows, bon bons and bank accounts . . . Cameras and couches, cranberries and can openers. Each of the nineteen stores was included in the commercial: "A dress from Schneider is very smart . . . Filters and film at the Camera Mart."

Transcription ends with a low whistle and . . . "That Della Park sure has everything."

To tie in with the radio promotion, a real, live "Della Park" had been employed to circulate among the Centre's patrons

during the week of the opening, rewarding each shopper who recognized her with a new dollar bill. This would also be advertised in newspapers and on television and would be restricted to one dollar—give-away every five minutes.

To publicize the opening ceremonies of the shopping center, WBEN, Buffalo, had its microphone set up on a wooden platform in the center of the mart's huge parking lot.

Later in the day WEBR, also in Buffalo, sent out a mobile unit from the station's downtown studios, announcing to its listeners that it was headed for "Della Park." During fifteen minutes of driving to the Centre's North Buffalo location, the motorized radio studio played recorded music and extolled the virtues of the new shopping center.

When the unit arrived at the Centre, the WEBR announcer, equipped with a "walkie-talkie" entered each store to interview shoppers. Impromptu discussions were sending favorable comments about the nineteen Centre stores over the air.

So successful was the promotional campaign for the Centre that crowds during the first few weeks overtaxed the Centre's 450-car parking facilities and hundreds of shoppers had to park their autos in vacant lots adjacent to the mart.

It was found that the Centre was drawing customers from every section of Buffalo and even surrounding towns. This was substantiated by merchants themselves who reported they were receiving inquiries from up to one hundred miles distance.

**(Continued on Page 21)**



This motorized billboard created the greatest number of advertising impressions per dollar expended



The "Find Della—Win a Dollar" contest stimulated public interest in the promotion of the Delaware Park Shopping Centre. A life-size "Della Park" rewards two shoppers with new dollar bills



"Della's debut" created greater public interest than most coming - out parties





Winners of weekly "Date with Music" contest, shown at dinner with Vaughn Monroe

# Your Date With Music

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**AIR FAX:** Record show with contest gimmick turns trick for four sponsors.

**Broadcast Schedule:** Monday through Thursday, 7 to 7:30 P. M.

**Sponsor:** Cooperating

**Station:** WJEF, Grand Rapids, Michigan

**Power:** 250 watts

**Population:** 164,292

---

A cooperatively sponsored program with a musical twist now being broadcast over WJEF Grand Rapids, Michigan, is producing chords of harmony for its four sponsors. Results of "Your Date With Music," half-hour feature heard Monday through Thursday on the CBS affiliate, are proving more than satisfactory to the four

sponsors who together pay the costs and offer the prizes on the show.

"Date With Music" theme idea serves as background for the commercial messages read throughout the show. Commercials on behalf of each sponsor are read each night. Sponsor advertising is written into the script itself tying in the services of the sponsors with the theme of the program.

An evening's entertainment for two, offered absolutely free, is the prize feature of the show. Participants must enter one of the weekly letter writing contests on the subject of the writer's favorite band or vocalist. Entrants write a fifty-word letter telling just why that particular performer is their favorite. For variety's sake, the contest varies occasionally from leading

(Continued on Page 23)





"This Day" newscast advertises  
Monroe Chevrolet dealer

## NEWS SELLS CARS

Take a small Southern town minus a daily newspaper and a foresighted businessman who saw the possibilities in radio advertising of his product, and you have the story of a good commercial show with high listening quality.

Monroe, North Carolina, is a small town of ten thousand people, situated almost on the border of North Carolina. Since there is no daily newspaper, the only real advertising medium comes to the merchants of Monroe in the form of radio station WMAP. One of the first local businessmen to sense the possibilities of a complete local dissemination of news was the town's Chevrolet dealer, H. H. Day, owner of the Quality Chevrolet Company.

"This Day," a half hour radio news program broadcast six days each week at

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**AIR FAX:** Car dealer uses radio newscast to sell more cars and car accessories in small Southern town

**Broadcast Schedule:** Monday through Saturday, 6 to 6:30 P. M.

**Sponsor:** Quality Chevrolet Company

**Station:** WMAP, Monroe, North Carolina

**Power:** 250 watts

**Population:** 10,000

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6 P. M., and the Quality Chevrolet Company jointly and literally swept Monroe.

Spotlighted on the program are local news, state news, women's news, and international news in that order. Commercial messages are aired at beginning, middle,

*(Continued on page 24)*



# MORTUARY SPONSORS MUSIC PROGRAM

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**Air Fax:** Radio, newspaper tie-in shows results in advertising services of mortuary.

**First Broadcast:** Summer, 1933

**Broadcast Schedule:** Sunday, 9:45 A.M.

**Sponsor:** Joseph William Taylor Memorial Mortuary

**Station:** KDYL, Salt Lake City, Utah

**Power:** 5,000 watts

**Population:** 190,000

**Preceded by:** Church of the Air

**Followed by:** News

---



Mrs. Charles Asher Beck, sponsor of "Golden Melodies" aired on KDYL, Salt Lake City

How to advertise the services of a mortuary in a dignified yet appealing way has been solved through use of the radio medium by the Joseph William Taylor Memorial Mortuary in Salt Lake City..

After sixteen years of successful radio advertising, Mrs. Charles Beck, daughter of the founder of the Taylor Mortuary tells how she decided radio was the only solution in getting everyone in the community to know about their business.

"There was a time," Mrs. Beck says, "when everyone in the vicinity knew my father and his business. But by 1930 there were a lot of newcomers—a whole new generation was growing up in Utah—who had never heard of us."

It was difficult, at first to decide if radio was definitely the medium to advertise the mortuary. Mrs. Beck's grandfather had been appointed by Brigham Young, president of the Church of the Latter Day Saints, to establish a funeral home. Her father developed it on a commercial basis quite aside from the church affiliation developed by his father.

Mrs. Beck felt it difficult to weave the proper advertising medium into this pattern of operation. Finally, she bought a quarter hour of transcribed music on KDYL.

That initial attempt at radio advertising was followed by a different transcribed program, "Miracles of Faith," which promptly brought two letters from individuals who had listened to the program every Sunday and told the sponsors how much spiritual satisfaction they had derived.



Harold Jenson of the Sons of Utah Pioneers interviews one of his pioneer guests on the Joseph William Taylor Memorial mortuary program "Golden Melodies." His guest is 100-year-old Mrs. Anne Milne. Pioneers are interviewed on the program each week

That decided Mrs. Beck on her course of advertising action for the next sixteen years. She found it was inevitable that if the Joseph William Taylor Mortuary could bring comfort to people in their daily living, the family would come to that mortuary in the time of bereavement.

At the time the original broadcast had its inception, Mrs. Beck established one policy in her radio time buying from which she has never deviated. Taylor Mortuary programs must always either precede or follow a news broadcast.

During the period of a decade and a half through which radio has been used to advertise the services of the Taylor Mortuary, a variety of formats have been scheduled. There has been a quarter hour of Biblical readings, a fifteen-minute segment of live organ selections, dignified transcribed music.

Only program time has been used. Spot announcements were never scheduled because it was felt they could not fulfill the basic purpose of the Taylor Mortuary

viewpoint—that of bringing happiness to listeners.

In 1946, Mrs. Beck hit on the formula which she considers the best one ever devised for advertising the Taylor Mortuary. It is this series which is still in use over KDYL three years later.

That year, the show featured transcribed music. Mrs. Beck began augmenting her radio promotion with a series of small advertisements in *The Desert News* around the theme "Remember When?" Plans were underway at that time for the Utah Centennial in 1947 and this series of ads was designed as institutional copy which identified the mortuary with pioneer days. Copy was written by Harold Jenson of *The Desert News* staff.

It was here that Mrs. Beck found the all-inclusive success formula she was seeking. Her KDYL radio copy was calling attention to the Joseph William Taylor Mortuary as the pioneer mortuary.

Now all she had to do was combine her  
(Continued on Page 29)





Marybell, sparkling star of  
"Chuck Wagon Serenade" on  
WTAR

## GIRL EMCEES SHOW

---

**Air Fax:** Hillbilly disc-jockey show is sparked by spontaneous humor of nineteen-year-old girl emcee.

**First Broadcast:** November 28, 1948

**Broadcast Schedule:** Saturday, 12 noon to 12:30 P. M.

**Sponsor:** Participating

**Station:** WTAR, Norfolk, Va.

**Power:** 5,000 watts

**Population:** 144,332

**Preceded by:** Lora Lawton

**Followed by:** ESSO News

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A disc jockey show with a slightly different musical beat is the four-star offering of station WTAR, Norfolk, Virginia.

"Chuck Wagon Serenade" is a hillbilly platter-spinning show which features transcribed and recorded western talent with "Marybell" as emcee.

"Marybell" is the nineteen-year-old redhead whose sparkle and personality lights up the whole show. "Marybell" grew up in a large family on a North Carolina farm. She brings to the program a spontaneous sense of humor that reacts to all situations. And she has a natural faculty for ad-libbing appropriate comment, whether it be for introducing music or interviewing such celebrities as Minnie Pearl of "Grand Old Op'ry" fame.

Commercials are on a participating basis and the show is so popular with local sponsors that at this point there are no

(Continued on Page 29)



# Jackpot Show Gains Audience Response

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**AIR FAX:** Jackpot show with new musical identification angle sells more merchandise for home product manufacturer.

**First Broadcast:** June 19, 1948

**Broadcast Schedule:** Saturday, 1:30 P. M.

**Sponsor:** Stallworth Pine Products Co.

**Station:** WABB, Mobile, Alabama

**Power:** 50,000 watts

**Population:** 78,720

---

Capitalizing on the latest craze for give-away contest shows, WABB in Mobile, Alabama is airing a quiz show which is making its sponsor what might be termed jackpot happy as a result of the tremendous audience response it has received.

"Try and Get It," which made its debut on June 19, 1948, which, incidentally was the first day WABB began operations, is sponsored by the Stallworth Pine Products Company. The sponsors manufacture "Sproco"—a gum turpentine product with varied uses in the home. During its months of broadcasting, the show has been hailed as the outstanding quiz program in Mobile. And it's all because of a new gimmick devised by the originators of the show.

One innovation is identifying music by the titles played. The ingenious idea, however, is the correct answering of questions based on a dramatic scene which outlines dialogue, sound effects, and music. This is no toy for infants to play with. It is a

clever, thought-provoking game of skill and it has aroused a lot of favorable comment from thinking people.

Format of the show calls for a telephone call to be made from the stage of the theatre studio of station WABB where the show originates. Usually there is an audience of approximately two hundred people.

Telephone call is made to a listener contestant selected at random from a purposely re-arranged telephone book. Actually, there are two jackpots. One is the studio quiz jackpot for the studio audience and the other is the listener jackpot for listener contestants.

Contestants for the studio audience quiz are selected before the broadcast by means of audience applause. A contest winner finds it quite possible to reap a large harvest in gifts if he knows the right answer to the right question. One lucky winner, for example, recently hit the jackpot on the Famous Mobilian listener jackpot. Question required the listener to correctly identify a famous historical personage of the Southland by means of a dialogue and sound effects scene. Rewards received by the Mobilian who got the answer and got it right totalled \$175.00 in gifts.

Each time a jackpot is awarded, a new one is instituted the following week. Gifts distributed have included General Mills Tru-Heat Iron, a set of Roseville vases, Miller's Forge Manicuring Set, Elgin American Compact, Clopay Drapes, Lord Harwood Gold Watch band, Gold-filled Cigarette Case, and Marvlo Fabrics.

(Continued on Page 30)

# SHOWMANSHIP

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**Air Fax:** Announcer who starts collecting string also collects new listeners

**Station:** WFBR, Baltimore, Md.

**Power:** 5,000 watts

**Population:** 859,100

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How a casual remark can snowball into an audience-building promotion maneuver is being proved by the experience of two Baltimore announcers who did a bit of ad-libbing over station WFBR.

It all began when Jim Crist was reading a commercial message for morning listeners on his "Morning in Maryland" show a few months ago. He happened to remark that he heard his brother, "Creampuff," scraping in the trash of the waste paper basket. Brother Jim was moved to comment that his brother "Creampuff" saved things. Said Jim sardonically, "Creampuff saves old heels, broken false teeth . . . everything, even string."

So people began to send in string and "Creampuff" started winding it. From a little walnut-sized ball it has grown into a gigantic orb four feet in circumference.

Right now "Creampuff" will not claim that every Baltimorean is vitally devoted to the cause of building his ball of string. Probably the greatest number of people are curious about what he is going to do with it when he gets tired of winding it.

Meanwhile, listenership for the two brothers' program is zooming. Of course, "Creampuff" winds string all morning while records are being played on the show "Morning in Maryland."

"Creampuff" says, "It's all string—not even any rope or old newspapers are hidden inside the ball." People just look aghast at "Creampuff's" new possession and ask him if he ever gets tired of winding it.

One morning "Creampuff" did get so tired of winding his ball of string that he made a mistake. One of WFBR's announcers volunteered to help "Creampuff" wind. When "Creampuff" came back to see how the situation was developing he

(Continued on Page 30)



Brother morning act on WFBR is winding up ninth week on ball of string. Jim Crist started stunt when "Creampuff" (right) was rummaging in waste basket

# ON WFBR

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**Air Fax:** Radio show performs worthwhile public service in quadrupling funds it collected for 1949 polio drive.

**Station:** WFBR, Baltimore, Md.

**Power:** 5,000 watts

**Population:** 859,100

---

Using the incentive system to guarantee results, "Club 1300," broadcast over WFBR, Baltimore, ran up more than \$45,000 in its two weeks campaign for the Infantile Paralysis Foundation this year.

Emcee Henry Hickman, by use of his "Stairway of Dimes" gimmick, quadrupled the amount raised in the 1948 drive. He used the same system which gave him national recognition in 1948.

Hickman was nominated Chairman of the March of Dimes Card Committee. A return-address coin-card for the "Club 1300" program was organized by the committee to make it easier to handle incoming contributions. This plan was

the one which had the greatest effect on the 1949 total of funds. None of the cash estimated in the "Club 1300" total of receipts was pledged; it was all silver or greenbacks put immediately into the hands of the Maryland committee.

In 1949, Hickman repeated the successful 1948 pattern of a crippled child climbing the stairway to health. Repetition was desirable, Hickman felt, because it created listener incentive and also because it gave the audience something tangible for its contributions.

Each day of the drive a cut-out of the crippled child was moved up one step, each step representing such polio aids as crutches, finger machines, wheel chairs, massage tables, deep heat lamps, resuscitation equipment and portable iron lungs.

Daily the total of contributions was estimated in terms of specific aids which help victims of polio to recover from the crippling effects of the disease.

Showing those tangible evidences of contributions—using that incentive system of carrying the crippled child up the

(Continued on Page 31)

Henry Hickman of WFBR's Club 1300 introduces guests to his local audience. Show packs 'em in every day





# STORE PROGRAM

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**Air Fax:** Department store institutional advertising brings merchandising success, plus 1949 NRDGA grand prize award.

**First Broadcast:** October 15, 1947

**Broadcast Schedule:** Monday through Saturday, 12 noon.

**Sponsor:** The Hecht Company

**Station:** WGAY, Silver Spring, Md.

**Power:** 1,000 watts

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When the Hecht Company decided to open another store only six miles away from its main shop in Washington, a radio program was considered the best medium to establish in quick time the Hecht Company, Silver Spring, as a community service store. The Hecht Company in Washington had long had that reputation.

"Community Reporter" was conceived as the answer to the kind of program most desirable. During its time on the air,



Left to right: Milton Shlesinger, operating manager, The Hecht Company; Ernie Tannen, "Community Reporter," Einar Christensen, president of Silver Spring Board of Trade; Joseph L. Brechner, general manager, station WGAY

This is the story of how radio station WGAY, Washington, D. C., and the Hecht Department Store built a daily fifteen-minute radio show into a powerful public relations medium and a merchandising success.

This is also the story of how a WGAY program "Community Reporter" came about winning the 1949 National Retail Dry Goods Association grand prize award.

has developed community feeling. Just as vital, however, is the fact that "Community Reporter" has proved a superior advertising technique.

With General Manager Joseph Brechner and Program Director Ernie Tannen already familiar with the civic, social, and women's club pattern of the area, they developed the format for the show which went on the air October 15, 1947. Since

# WINS GRAND PRIZE

the inception of the show, that format has never been altered.

Attracting the largest listening audience possible was the factor always kept in mind as the format was developed. The program was designed especially to keep Montgomery and Prince Georges counties' trading area of 300,000 people completely informed of important community developments. The "Community Reporter" program planned to feature local news in the strictest interpretation of the word LOCAL

**James Rotto, sales and publicity director for The Hecht Company, receiving award from Maurice Mitchell, NAB Director of Broadcast Advertising**



With news as an opening feature, the program next developed a series of interviews with the counties' outstanding civic, cultural, political, and business leaders. This daily feature represented nearly every bona fide organization in the two counties. In the seventeen months the show has been on the air, 350 guests have been interviewed.

While the show was developing that community reputation for the Hecht Company, it was also boosting sales for the store.

One contributing factor to the effectiveness of radio advertising as far as the store is concerned is that there are no daily newspapers in the community. The absence

of any papers other than the Washington sheets made the WGAY show an excellent advertising medium.

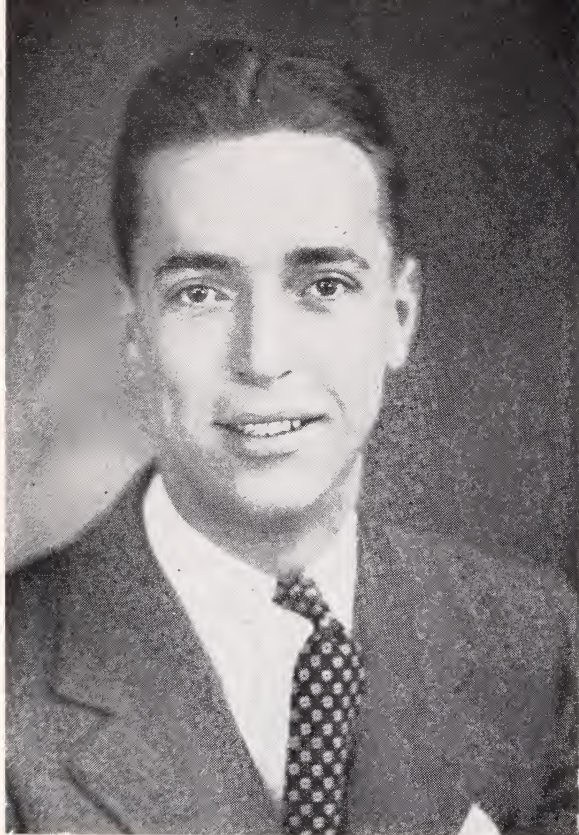
Copy during the first three months of broadcasting was largely institutional, but then a policy of advertising specific items was begun.

Frequent tests on articles advertised through no other media have proved the program's selling power. Opening and closing items remain institutional in approach with a news-boy chant serving as background color. The middle commercial announcement is the only selling message.

But the local interest stirred up by the appeal of the show has created a large

**(Continued on Page 31)**





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**Air Fax:** Telephone request show aimed at housewives sells more merchandise for sponsors of spot announcements.

**Broadcast Schedule:** Monday through Saturday, 1 to 2 P. M.

**Sponsor:** Participating

**Station:** WCSI-FM, Columbus, Ind.

**Power:** 31,000 watts.

**Population:** 11,738

---

# Popular Afternoon Show

American housewives come in for their share of radio attention with a new afternoon telephone request show being aired over WCSI, Columbus, Indiana.

"Platters for Your Pleasure" is one of the most popular afternoon shows in Columbus both for sponsor and listener. Originally titled "Housewives Prom" the show has been given a shot of rejuvenation and sparkle which has made it number one on the town's hit parade.

Changes which sent sponsor rating of the show zooming featured making the program into a participating broadcast, selling one minute spots within the body of the show, instead of using the old fifteen minute segments.

Gamble Stores, one of the sponsors of "Platters for Your Pleasure," found that

radio promotion on the show spelled out immediate merchandising success for their products. After using spots on the platter show for only a little over a week, Gamble Stores traced the sale of four or five refrigerators directly to this show. This was the first time Gamble Stores had used radio as an advertising medium. Results of the initial tryout have demonstrated to this sponsor the far-reaching effectiveness of radio advertising.

All other sponsors who have signed up for time on the "Platters for Pleasure" show are getting the same kind of results. There is a guaranteed listening audience. That fact is evidenced by the never ending telephone calls that come into the show each day.

(Continued on Page 32)



# SHOW BOOSTS SALES

---

**AIR FAX:** Women's show boosts sales for local stores who sponsor program.

**Broadcast Schedule:** Monday through Friday, 9:30 A. M.

**Sponsor:** Cooperating

**Station:** KFXJ, Grand Junction, Colo.

**Power:** 1,000 watts

**Population:** 12,479

---

for the homemaker. And the sponsors who are behind this show all have household wares to offer or home needs to meet. Types of businesses now using the program include a drug store, grocery store, furniture account, photographic studio, florist, and houseware firm. When "Domestic

Mrs. Henrietta Hay who conducts activities on "Domestic Diary" over KFXJ, Grand Junction, Colorado



A well-rounded program for women, which covers all the territory from fashion modes to child psychology, is also covering a lot of advertising ground for the six cooperating sponsors of the show.

Broadcast over KFXJ Grand Junction, Colorado, the show is titled "Domestic Diary." This is a switch from the original name, "Radio Neighbor," with which the program began. The feature has a five-day thirty-minute schedule, running Monday through Friday at 9:30 A. M.

Time element of the broadcast is good

"Diary" is aired the housewife is usually tuned in and when she listens to "Domestic Diary" she likes what she hears.

Feature is offered on a participating basis with a maximum of six sponsors so that copy length will not exceed the amount allowed by the N. A. B. Standards of Practice. All sponsorship on individual broadcasts is limited to non-competing firms.

Spark-plug behind the show is Mrs.

(Continued on Page 21)



### **New Department Store Series Features Washington Hostess**

Inaugurating a new series of Monday broadcasts in February, WOL-Washington's "Luncheon with Bab Lincoln at the Mayflower" featured as special guest Mrs. George Mesta, leading diplomatic hostess in the nation's capital. Held weekly in the Mayflower Hotel's fashionable Lounge, the broadcasts are sponsored by Jelleff's, leading Washington department store.

Simultaneously Jelleff's presents a weekly fashion show in the Lounge, in connection with the WOL show.

Conducted by Bab Lincoln, well-known capital hostess, the Jelliff society show features human-interest interviews with diplomatic wives and famous professional and business women.

WOL-Mutual's Doug Mitchell announces the shows.

### **Book Blurbs on KYW**

Two book publishers, The Greystone Press and William Wise Publishing Company, have scheduled quarter-hour programs on KYW, Philadelphia.

William Wise will sell their Sewing and Handicraft Books on Mondays, Wednesdays and Fridays from 11 to 11:15 A. M. in a transcribed program entitled "Get More Out of Life," featuring Jane Jordan with tips on sewing, decorating and general housekeeping hints.

Greystone, for Fix-It Books, will use a quarter-hour transcription, "Do It Yourself Club," with Ben Grauer, at 12:05 P. M., Saturdays.

### **New WBZ In-School Series**

"The Magic Book," a new dramatized series of famous New England people, was heard for the first time during February as a part of the in-school listening series broadcast daily by Westinghouse Stations WBZ, WBZA and WBZ-FM in Boston.

New series features little-known facts about such well-known New England personalities as Nathan Hale, Richard E. Byrd, Oliver Wendell Holmes, Paul Revere, Norman Rockwell, Calvin Coolidge and Louisa May Alcott. Other famous Americans with a New England tie also will be included in the series.

"The Magic Book," written by WBZ-TV producer Ralph R. Giffen, is broadcast each Tuesday morning at 9:45 as a part of the "Listen and Learn" series, which has a weekly classroom audience of over 200,000 teachers and students.

Arthur Fiedler's Friday series, "Classroom Concert," is taking a "Musical Journey Around the World" during the second semester. Mr. Fiedler's first semester discussions dealt with the individual instruments making up a symphony orchestra. The "Musical Journey" will highlight music which is typical of the countries visited.

### **New Show on KWK**

Monday, February 7, marked the inauguration of a new type of question and answer program on Station KWK, St. Louis. Designed especially for the younger set, it is called the "Tom Dailey Show" and features KWK's popular personality, Tom Dailey, as the man who knows all the answers. This show ranks high in educational value for the children of school age and proves very interesting listening for the grown-ups.

Questions are submitted by boys and girls in the age group eight to eighteen and cover any variety of subjects including sports and homework to general information. KWK airs this new program at 5:15 every Monday, Wednesday and Friday.

## "Experience Speaks" on WGN

People from all walks of life will tell their own true life adventures in a new program, "Experience Speaks," on WGN Friday from 7 to 7:30 P. M.

Lanny Ross, WGN-Mutual singing star, will inaugurate the series by introducing a young double-talk specialist he discovered in New Guinea while on a duty as an Army major. His protege, Don Knotts, will do a take-off of a sports announcer in action.

As second guest, he will present Mrs. Thelma Pratt, who will tell of her reactions to the experience of discovering oil on her property just before she completed plans for offering her seven children for adoption because she was unable to support them. Aaron Weiss, an amateur escapist, will be the third guest.

In addition to guests appearing on the programs, a forum discussion will be held each week. The first topic will be "Should a man give up his seat in the bus to a woman?"

Hendrick Booraem is producer-director of the series.

## "House Party Time"

South Jersey Saturday night house parties are receiving musical salutes from WMID Atlantic City on "House Party Time," sponsored by local Clicquot Club distributors and the Kramer Beverage Co.

Listeners who inform the station of socials receive a case of Clicquot Club from Kramer. The program consists of recorded music handled by Bob Brown.

## Women's News Program

A half-hour news program dedicated entirely to features of interest to women began over WDRC, Hartford, Monday, March 7, on a daily basis. The new show is entitled, "You and Your Home," and features fashions, beauty and household hints and other items of interest to the distaff side. Show time is 3:30 P. M.

## MGM-WMGM Tie-In

Radio Station WMGM weekly will air six hours of features direct from Hollywood and is preparing nation-wide syndication of these programs if the project finds popular favor.

Programs slated for WMGM's potential listening audience of more than 15,000,000 people include the "MGM Theatre of the Air," a one-hour weekly adaptation of MGM pictures with MGM players starring; "Good News from Hollywood," a three-times-weekly program, featuring George Murphy in fifteen minutes on the human side of the film colony; "Hollywood, U.S.A.," a five-times-a-week fifteen minute series with Paula Stone in special occasion broadcasts and interviews from focal points in Hollywood; "Crime Doesn't Pay," a radio version of the screen series in half-hour weekly installments; "At Home with Lionel Barrymore," five fifteen-minute early morning broadcasts; and "Personalities on MGM Records," scheduled for one half-hour weekly.

Paula Stone will direct under the guidance of Ray Katz, WMGM Program Director, and the entire project is under the supervision of Les Peterson of MGM.

## Commentator-Newscaster

"Come On and Hear" on WFBR Baltimore will feature Holmes Alexander, Washington columnist, and local newscaster, Lou Corbin on a Saturday news series at 10 P. M.

National outlook will be analyzed by Mr. Alexander, prominent Maryland novelist, biographer, and journalist, who currently authors a column on national and international affairs which is distributed by the McNaught Syndicate.

Lou Corbin, who daily rounds up the 6 P. M. news on WFBR, will supply the significant news in this weekend round-up, to be analyzed from the Washington vantage point by Commentator Alexander.





# SHOWMANSCOOPS

If you have pictures of unusual and outstanding promotion and programming projects, send them to Showmanscoops, "Radio Showmanship" Magazine. The five best photos received each month will appear in this section.

Instead of usual birthday cake, candle in bottle is lighted by H. Tracy Balcom, Jr., president of the George Wiedemann Brewing Co., Inc., Newport, Ky. Celebration marks first anniversary of Amber Room program of tea-dancing over WKRC, Cincinnati. Others present from left to right are: Oscar Beatty, Wiedemann sales manager; H. E. Fast, WKRC manager; Edmund Strauchen of Wiedemann's advertising agency, Strauchen and McKim



The American Foundation for the Blind has honored Ethel I. Parker, commentator on the program over WLAW, "News and Notes for the Blind" for the past eight years with a certificate of outstanding merit for rehabilitating scores of blind persons with her unique psychological and training program. She is shown with Arthur Flynn and James Mahoney



Determination of Len Allen, disc jockey over KLO, Ogden, Utah, to boost contributions to polio campaign, made him offer to wash a day's dishes for any local resident who would donate \$25 check. Picture shows him carrying through grimly after that amount was contributed by H. L. Crane, a restaurant owner. As he attacks stack of dishes, Beulah Packham and Herman and Vance Crane stand by as "supervisors"



Above photo shows "The Hungry 7 in Action." Here is one of the acts of the "Search for Talent" show which visits northern Alberta, Canada towns every Saturday night. Proceeds of the three-hour program go to aid in treatment of crippled children in northern Alberta. Air time and complete broadcast facilities are contributed by CFRN in Edmonton, Canada



Don Bell, disc jockey on KRNT, Des Moines, will go along with a gag. So will the Charioteers, as evidenced above. Making a guest appearance at Don's show during a guest engagement at a Des Moines supper club, the singing quartet showed up with a giant-sized diaper and a huge safety pin. These, along with Bell, provided props for their well-known arrangement of "Chi Baba, Chi Baba" all to the delight of the audience





## CONTESTS

### KYW Limerick Awards

A weekly limerick contest for listeners to focus attention on the station, its personalities and towns within its coverage area is the feature of Ruth Welles' "Home Forum" aired over station KYW, Philadelphia.

Each day for four days, a line is read to listeners. Winner of the previous week's contest is announced each Wednesday. Prize is a year's supply of Mar-Clay nylon hose for the best entry.

A mythical character, Limerick Lou, is heard each day via transcription calling attention to the contest. Example of that personality plug is:

*"You all know our charming Ruth Welles  
Who appears on this program and tells  
All household affairs  
And her sponsors' good wares  
....."*

Future limericks will play up facts about KYW, the Philadelphia Westinghouse station or mention specific towns in the area.

### Heartbeat Contests Means Fund and Fun

Combining public service with prize thrills for the public is what is happening with the "Mr. Heartbeat" contest being sponsored by station WGN, Chicago.

Object of the contest, being conducted in conjunction with the Chicago Heart Association's 1949 campaign for funds, is to identify the mystery man with the clues being offered.

A host of prizes now totalling approx-

imately \$10,000 in merchandise value, will go to the WGN listener who wins.

Regulations for entering the contest provide that listeners must complete the jingle rhyme and sent their entries, either with or without contribution to Mr. Heartbeat.

That jingle is:

*"A worthy cause we all agree  
Dada dada dada dadee."*

Prizes included in the jackpot of awards range from a Hot Point electric dish washer with garbage disposal unit and cabinet sink to a complete set of architect's plans, drawings, specifications, and blueprints for a \$20,000 "heart house" by the Chicago architect, James Eppenstein.

### WQXR's "Home Music Quiz"

A quiz program strictly for home consumption, requiring neither telephone nor studio participation, has been launched by WQXR.

"The Home Music Quiz," scheduled for Mondays, Wednesdays and Fridays from 2:45 to 3 P. M., gives the listener a chance to identify selections by postcard.

In addition, the listener is asked to submit a rhyme including the words "WQXR" and "The Best in Music." Entries correctly identifying the music will then be judged for the best rhyme and winners will receive tickets to Radio City Music Hall.

### "Ideal Program" Contest

A contest featuring the theme of an "ideal program" has been initiated by John Ball, disc expert on station WOL, Washington, D. C. Washington listeners are to name the popular and semi-classical selections they would include in their version of an ideal record show.

Each day five winners will be invited to share the WOL microphone with Ball and help produce their own winning shows, using records chosen from Ball's personal collection of 15,000 discs. Record album sets will be awarded to the finalists.



## Contest Winner Gets Trip to Italy

In cooperation with Pan-American Airways and RCA-Victor singing star, Perry Como, WPEN, Philadelphia, is conducting an essay contest. First Prize is a Pan-American Airways flight for two to Lake Como, Italy, with a two-week stay there as guests of the Italian government.

Details of the contest are aired each day on WPEN's record show, the "950 Club" by emcees Joe Grady and Ed Hurst, following the playing of Perry Como's record release "Far Away Places."

Local Philadelphia winners will receive a variety of prizes, including a cedar chest, a gold watch band, a wallet, a pen and pencil set, together with Perry Como record albums.

First local prize winner automatically becomes eligible for the national prize—the trip to Italy for two.

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## Songwriters Get Chance

Ambitious songwriters are being given a chance to submit a signature theme for use on disc jockey show "Strong's Corner" broadcast from 12:30 to 1:30 P. M. each day over WINX, Washington, D. C.

Jerry Strong, the show's platter spinner, together with Fran Warren, Barbara Belle, Buddy Johnson, and Gene Williams will judge the winners. Prize will be a silver cup, regular writer's royalty, accredited publisher's contract and a waxing of the song made by Gene Williams' orchestra to be played as sign on and off theme on the show.

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## Bowles Bows in Program

WDRG Hartford will inaugurate a ten weeks' interview series under the sponsorship of the Connecticut State Employees' Association on employees' problems.

Governor Chester Bowles and Bernard McCusker, executive secretary of the association, was the first to be interviewed on Saturday, March 5, at 5:55 P.M. Interviews in the series will be conducted by Jack Zaiman, Connecticut legislative and political writer.

## SHOPPING CENTER

(Continued from Page 2)

Tied in also with radio advertising were the "teaser" ads run each day in both city-wide daily newspapers. Motorized billboards and two-minute television commercials also were included in the promotion.

At the conclusion of the promotion, a poll was taken to determine the effectiveness of the various media used. Some form of advertising had been seen by 99 per cent of the shoppers interviewed.

Here is a other case where carefully planned, cleverly integrated, and smoothly executed promotion techniques have put a new business on the merchandising map.

## SHOW BOOSTS SALES

(Continued from Page 15)

Henrietta Hay who conducts all activities. Mrs. Hay is wife of the Chief Engineer at KFXJ and before the inception of this show she had never appeared on the radio professionally.

She has always had a keen interest in community affairs and has been closely associated with the work of the Parent-Teachers Association. As a homemaker and mother of two children, KFXJ felt her practical experience made her a competent choice for Director of Women's Programs. This, along with the fact that Mrs. Hay has a terrific microphone personality, has given "Domestic Diary" a quick push up the popularity ladder.

Anything from style news to short cuts in home-making may be the topic for discussion on Mrs. Hay's show. "Domestic Diary" slates for its program format varied entertainment. There are numerous guests who appear in interviews on the programs. These may be local personalities or visiting luminaries from out of the city.

Program is well-integrated and there is carefully selected music for additional listener appeal.

With a well-rounded program of personalities plus good music plus a sparkling woman commentator, "Domestic Diary" has secured for its six cooperating sponsors a highly listenable show at low advertising cost to them.



## SHOWMANSHIP IN ACTION

### WMGM Adds New Station Breaks

Something new is being added to the daily 20-hour program schedule of station WMGM, New York. New station breaks featuring voices of Metro-Goldwyn-Mayer's featured players will mark another step forward in the WMGM plan to integrate MGM stars in its revitalizing program.

Station breaks, recorded on the West coast, will star various types, lasting from 10 to 30 seconds. Among MGM personalities who will be heard are: Jimmy Durante, Red Skelton, Frank Sinatra, Deborah Kerr, Betty Garrett, Janet Leigh, George Murphy, Van Johnson, Donna Reed, Peter Lawford, Gene Kelly, Keenan Wynn, Esther Williams, Claude Jarman, Arlene Dahl, Lionel Barrymore, and Edward Arnold.

### WIP Offers Aid in Transit Strike

When a transportation strike strangled Philadelphia traffic recently, station WIP offered free use of its broadcasting facilities to heads of 250 industrial firms and commercial organizations in Philadelphia and southern New Jersey. The offer was for the purpose of acquainting their employees as well as the public with information which would lessen the distress caused by the strike to the 300,000 persons employed by those firms.

Station special events personnel were augmented by other staffers and an information headquarters on the strike situation was set up and staffed.

### Pennies Mount High in Polio Campaign

WPAY, Portsmouth, Ohio, came up with a new and profitable plan during the recent campaign for the March of Dimes.

Gimmick used, "Pennies from Benny" collected a total of 70,089 pennies, or over \$700 for the National Foundation for Infantile Paralysis.

By taking its "Jack Benny Vault" to city and county schools in the area and soliciting mail contributions for three weeks, WPAY piled up a public service record worth noting.

First shipment of 23,526 pennies was sent to Washington, D. C., in the "Benny Vault" so it could be put aboard "Benny's Wagon" when it arrived in the capital. The local Railway Express Agency provided the vault and arranged shipment.

City and county schools cooperated in the drive with pupils having contributions ready when WPAY staff members visited schools with the "Benny Vault." Highland School, Nauvoo Elementary School and Portsmouth High School collected close to \$40 each for the largest donations.

Biggest single job of soliciting was done by the "Housewives' Request" program, aired five times weekly and emceed by Bill Dawson. A total of \$365 was sent in to that show alone.

Radio promotion for a good cause turned the trick for campaign sponsors when WPAY and cooperative listeners realized the value of the product on the market.

### Girl DeeJay Bows

Mary Coleman, 15-year-old daughter of the Mayor of Hartford, Cyril Coleman, made her debut as a disc jockey over WDRC, Hartford, Saturday, February 12. Station Manager Walter Haase set aside a 15-minute "dream" show period for Mary, who disc-jockeyed her way through four records. The girl expressed a desire in a newspaper interview to be a disc jockey, and Haase offered her the opportunity. The Mayor himself got almost as much a kick out of the developments as his daughter did.

## Disc Jockey Works for Polio Funds

A Cincinnati radio disc jockey went all out to devise a scheme which would boost contributions to the 1949 polio drive. The scheme worked.

Bill Dawes, platter-server on "Make-believe Ballroom," offered over WCKY, came up with a "Dawes-for-a-Day" scheme by which he took over the household duties of the Greater Cincinnati lady able to collect the most for the March of Dimes in her neighborhood. Dawes' offer included doing the winner's housework, laundry, and even entertaining her favorite group of friends.

Dawes made sure the winner's breakfast dishes were cleaned, the kitchen floor scrubbed, and all other chores performed.

All funds collected during the competition were added to Dawes' general fund raised by getting listeners to request songs for a "dime a tune" during the polio campaign.

## KXOK Farm Editor Pushes Time Change

A two-year radio campaign to nationalize Daylight-Saving Time by Charles Stookey, Farm Editor of station KXOK, St. Louis, has earned him mention in the Washington Congressional Record.

When the Daylight-Saving ordinance was first enacted in St. Louis in 1947, Stookey wrote to Congressman Melvin Price of East St. Louis, Ill., to push his project.

On Stookey's morning broadcast of "Town and Country" Congressman Price's reply was aired. Listeners were asked for their opinion regarding the time change.

Letters from all sections covered by the KXOK microphone poured into Stookey's mailbox and were forwarded to Washington. Stookey's remarks and the Congressman's reply were read before the House of Representatives.

A transcript of Stookey's broadcast was entered in the Congressional Record of Feb. 21st.

## YOUR DATE (Continued from Page 4)

orchestra to top-rated girl singer or baritone. In general, however, the format remains the same each week.

During the first thirteen weeks the program was on the air, the mail response was excellent. So enthusiastic was listener interest and sponsor satisfaction that the contract for broadcast of the show was renewed. Results had satisfied all four sponsors so that when the first thirteen-week cycle expired, all of them renewed the series for another period.

Program format itself consists of recorded and transcribed music. Included are selections by the musical performer chosen by each night's winner.

Each day's entries are judged, the winner receiving a Toni Home Permanent Kit, a tube of Toni Cream Shampoo, and a pair of Puffin Nylon stockings from Paul Stekete and Sons Department Store of Grand Rapids. All items are cooperatively supplied.

Four daily winners (Monday through Friday) are then judged again, and a weekly winner is selected. This weekly winner gets the grand award of the week: an evening's entertainment supplied by station WJEF and the four cooperating sponsors.

Weekly prize includes dinner at the Pantland Hotel Mocha Room, leading night spot of Grand Rapids, supplied by the Hotel; an orchid corsage and a boutonniere supplied by Arthur F. Crabb, Grand Rapids florist; a souvenir photograph by Bultman Studio of Grand Rapids, taken while the winning couple is at dinner in the Mocha Room; and door-to-door taxi service supplied by the Yellow Cab Company of Grand Rapids.

In addition WJEF provides tickets to the outstanding entertainment in town that week. This may vary from tickets to a first-run movie to a road show playing in town, or to a concert by a big-name orchestra.

Variation on the entertainment is typified by the accompanying photograph showing a winning couple with Vaughn Monroe at dinner in the Mocha Room.



WJEF supplied tickets to the Vaughn Monroe concert playing that night in Grand Rapids. WJEF also arranged for the winning couple to meet Vaughn Monroe at dinner and have their picture taken with him before going to the concert. The CBS Camel Caravan Show was originated in Grand Rapids that night and winners were given tickets to that show as well as to the Vaughn Monroe concert.

The program carries wide popular appeal. Almost every listener has a favorite musical star on his vocal or ensemble list and has plenty of reasons why that favorite deserves top rating. Since air time is Monday through Friday from

7 to 7:30 P. M. there is certainty that the radio will be on during this after-dinner relaxation period and that music will probably be the feature for the evening.

Because the sponsors are splitting the costs of their award outlay four ways, the expenditure is not crippling to their advertising budgets.

Within reasonable costs and, certainly, with a maximum of satisfaction to their prospective winners as well as to themselves, the sponsors of "Your Date With Music" are proving that ingenuity plus planned investment adds up to good radio advertising.

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## NEWS SELLS CARS (Continued from Page 5)

and closing of the show. Commercials are handled by on-the-spot tape recordings the day of the broadcast which carries the program tempo right along. There is no l. down throughout the half hour.

All of the sponsor's products are handled in this manner. New cars, used cars, service parts, and their Case line of farm equipment get the same treatment. And it has proved equally effective for every type of product. Proof of the pudding—both for sponsor and listener—is that "This Day" has just signed a contract renewal for another year.

A phone call survey made to estimate the reach of the show indicated that six out of every seven radios in Monroe that were on from the 6 to 6:30 hour of the program were tuned in to "This Day." This is additional evidence of the wide audience the program has gathered in its first year of broadcasting. The Chevrolet dealer is bound to get his message across to the car-users of the community.

Another good feature of the show is the time of broadcast. The 6 to 6:30 period is the time when most families are home and likely to be listening to the evening news. Being a day time station only, the time element forces the program to change schedules in the winter months. But the sponsor's contract calls for a 6 to 6:30 hour or else the last half hour of radio time

when it falls in an earlier category. So, winter or summer, H. H. Day and his Chevrolet advertising are going to hit that dinnertime listening group—the group which includes the entire family.

It was necessary to employ a full time reporter to gather the local news for the program. This was another factor in creating listener attention. At the inception of the show, WMAP, without hesitation, not only succeeded in selling a good commercial program thirty minutes across the board, but better still did what mattered to sponsor and sponsor success. WMAP created a highly listenable, widely appealing program.

Local news reporting has created another interest factor on the part of Monroe citizens. Everyone likes to hear what he himself has been a part of or knows about because it has happened to his neighbor. And in a town like Monroe, nearly everyone is a neighbor.

With all these very human factors, with an ingenious merchant, a variety of appeals and a consequently effective program format, Monroe citizens are getting news in the form they like. Most important of all, that Chevrolet dealer in Monroe is selling more of everything from service parts to new cars because he cashed in on radio advertising.



## JOHNNY ON THE SPOT

### WMAQ Gets Spot Orders

Latest items of spot business reported on WMAQ, Chicago, includes the Richards and Associates (Pliofilm products) contract for a schedule of six one-minute announcements on the "Early Bird" program. The show is aired six times weekly at 5:45 A. M.

Station WMAQ has received an order for a series of four one-minute announcements each week for ten weeks from the American Cigar and Cigarette Company (Pall Mall) through Sullivan, Caldwell and Bayles.

Chrysler Corporation, Dodge Car Division, through Ruthrauff and Ryan, Inc., has ordered 36 one-minute announcements and 24 station-breaks to be aired in a four-week period. Carleton and Hovey Company (Father John's Medicine) through the John W. Queen agency, contracted for two station breaks per week effective through April 20th.

### FM Gets Year Promotion

A 52-week contract to promote FM sets and their advantages through spot announcements has been signed by the Zenith Radio Corporation of New York and station WQXR, New York.

Twenty announcements each week will be included in the station-break campaign. Sale of time was made direct.

Commercial copy will stress advantages of hearing good music via static-free radio, plus the availability of Zenith sets for use in neighborhoods having direct current.

### New WCBS Business Stars Weekly Mention

New WCBS business includes purchase of six weekly participations on the Jack Sterling program by Griffin Manufacturing Company (for shoe polish) through Birmingham, Castleman, and Pierce Agency. Same account also contracted for three participations each week, Monday, Wednesday and Friday on the Housewives' Protective League program.

Conformal Footwear Co., St. Louis, Mo., renewed its Tuesday and Thursday participations for 52 weeks on the Margaret Arlen program through Guilford Advertising Agency in New York.

Menner's Packing Company, for Spanish Rice, purchased three participations each week, Monday, Wednesday and Friday, in the Housewives' Protective League program and also contracted for one announcement each week in the Margaret Arlen series.

Polly Pritz Corporation, through H. W. Fairfax Advertising Agency, purchased three participations each week, Monday, Wednesday and Friday in the Housewives' Protective League.

### Contracts Signed by WNBT

Contracts for station breaks and one-minute announcements have been signed with three clients by station WNBT, New York.

BB Pen Company has contracted for a station break at 7:30 P. M. on Tuesdays for a fifty-two week period, with Foot, Cone and Belding acting as the agency.

To promote advertising of ladies' suits, Handmacher-Vogel has purchased the 7:45 station break on Mondays and Thursdays through the Zan Diamond, Inc., agency.

One minute announcements on the "Easy Does It" program every Monday are scheduled according to the 13-week contract signed by the Charles A. Eaton Company through Ford, Nichols and Todd of Boston. That Company also has scheduled one-minute commercial messages for Eaton Shoes at the close of programming on each Wednesday.

## Travel Services Stressed by WQXR

One-minute announcements featured in three campaigns scattered throughout the daily schedule of station WQXR, New York, have been planned to emphasize travel services.

Region of Sicily in Palermo, the Ask Mr. Foster Travel Service, Inc., and the New York, New Haven, and Hartford Railroad have all signed for spot announcements on WQXR.

The New York, New Haven, and Hartford Railroad contract calls for scattered spot announcements to promote the new Merchants Limited train between New York and Boston. Their four-week contract was handled through St. Georges and Keys, Inc.

Travel through the island of Sicily will be promoted via one-minute spot announcements in the evening.

Ask Mr. Foster Travel Service, Inc., which has been conducting spot campaigns on WQXR for the past two years, returns with a 26-week contract handled through Willard G. Myers Advertising Agency of Philadelphia.

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## Shaefer Campaign Set

As part of a promotional campaign to introduce Shaefer Beer into the Boston market, a series of spot announcements has been slated for broadcast over station WHDH. The spot schedule has been purchased by the F. and M. Shaefer Brewing Company, Brooklyn, N. Y.

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## Bulova Renews Spots

Bulova Watch Company has placed a heavy renewal order of spot announcements with WMAQ, Chicago. Station break time spots on the Chicago station in 1949 are scheduled to total 1,456. Oliver Morton, manager of the NBC Central division national spot sales division has announced. During the next year, Bulova will use 28 station breaks weekly.

## • "This Is the Story" on WGN

"This Is the Story," a new series of fifteen-minute dramatic narrations featuring Ed Prentiss as the story teller, is heard over WGN Mondays through Fridays each week from 8:15 to 8:30 P. M. since Monday, February 28. It is sponsored by the Sinclair Refining Company.

"This Is the Story" relates unusual facts, anecdotes and incidents about well-known people. Barriers of time and locality are surmounted to bring far-off places and historical personalities the same impact found in today's news stories.

These dramatic narrations do not reveal the identity of the central character until the end of each program, challenging the radio listener to make his own guess about the historical facts and the person involved.

Although "This Is the Story" will present Ed Prentiss in a new role, he is no stranger to WGN listeners. In the title role on WGN-Mutual's "Captain Midnight" (heard Mondays through Fridays 5:30 to 5:45 P. M.), he is known both nationally and locally.

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## Record Show Adds Time

The Musical Clock, program aired over KDKA Pittsburgh which has started the day right for thousands of listeners in the Pennsylvania-Ohio-West Virginia area for the past fifteen years, becomes a sixty-five minute feature on the Pittsburgh Westinghouse station March 29.

Featuring Ed Schaughency, jovial "official getter-upper," and Rainbow Jackson, blackface comedian whose pleasures and woes are perfect foils for Ed's sharp shafts of wit, the Musical Clock had been a Monday-through-Saturday attraction from 7:10-7:45 A.M.

Beginning March 29 the program will be aired daily from 7:10, after the 7 o'clock news, until 8:15 A.M. with a five-minute break for the Esso Reporter at 8.

Ed and Rainbow have turned what was originally a standard early morning program into something which might best be described as a highly personalized and entirely irresponsible variety show.





## PROOF O' THE PUDDING

### Drama Series Continues

A group of non-professional radio talent have been so successful with their series of original radio dramas that they are scheduled to continue their second season of broadcasting over KEX, Portland, Oregon.

Aired Saturdays at 7 P. M., the Ken Mason Players provide all elements from production, script, casting, and sound engineering. The show is an outgrowth of the Ken Mason Workshop, a radio drama school begun in 1946. Mel Bailey, KEX program director, and Ken Finley, KEX production manager are guiding the potential radio talent in assimilating radio technique.

Former students of the acting group who have graduated into the professional ranks of entertaining are Bob Amsberry, emcee of two KEX daily shows; Dolores Pinard, Portland freelance actress; Harvey Sachs, news editor of KNBC, San Francisco, and Lorraine Sallee, San Francisco radio artist.

### Decade Marked by Esso

Ten years of continuous broadcasting is the successful record of broadcasting that has been piled up by WCSC, Charleston, South Carolina, with "Your Esso Reporter." Sponsored four times daily over the 5,000-watter, the news broadcast has consumed a total broadcasting time of 1,120 hours during 13,400 programs. It is estimated that during the past decade ten million words have gone over the airwaves.

### Four Dramas Renewed

Sponsor renewal of four CBS dramatic shows is good indication of advertisers' satisfaction with the job being done through these shows. Renewal was announced by William C. Gittinger, CBS Vice-President in charge of network sales.

Aired Thursdays, 9:30 to 10 P. M., "Crime Photographer" sponsored by The Toni Co., got its renewal through Foote, Cone, and Belding Agency, Chicago.

"Aunt Jenny," long-run daytime serial, is sponsored by Lever Brothers Co., Cambridge, Mass. Aired Monday through Friday, 12:15 to 12:30 P. M., agency is Ruthrauff and Ryan, Inc., New York.

General Foods Corporation, New York, sponsors "The Second Mrs. Burton" series, Monday through Friday, 2 to 2:15 P. M., through Young and Rubicam, Inc., New York. This also was renewed.

"Perry Mason" another renewal, is presented by Proctor and Gamble Company, Cincinnati, on Monday through Friday, 2:15 to 2:30 P. M. Agency is Benton and Bowles, Inc.

### Service Earns Award

Public service to the community has earned the American Legion 1948 National Radio Citation for station WNAX in Yankton, South Dakota. The Legion's state executive committee recommended the award for WNAX in recognition of its "outstanding cooperation with the American Legion in the presentation of programs for the betterment of community, state, and nation."

### Drew Pearson Renewed

Broadcasts by Drew Pearson heard every Sunday night have been renewed for another fifty-two weeks by the Frank H. Lee Company. Pearson, the popular news commentator, whose predictions of things to come have proven 77 per cent accurate, has been sponsored by the men's hat firm for three years.

## 1000th "Headline Edition"

Eighty advertisers in Taylor Grant's "Headline Edition" cooperatively sponsored show on ABC include 80 per cent who have renewed their contracts since the inception of this program since 1945.

To mark the occasion of the 1,000th airing, Mr. Grant will interview Alvin Josephy, who, as a Marine Corps combat correspondent, was a guest on the ABC program's initial broadcast in a pickup from Iwo Jima in 1945.

"Headline Edition," which has tripled its client list in four years, now ranks fifth among ABC's sixteen co-op shows. This 15-minute news program heard at 7 P. M., EST features pickups from places in the news and interviews with personalities making the headlines.

Taylor Grant, the 36-year-old newsman who writes most of the New York portions of the broadcast and handles arrangements for the rest, has been narrator-editor of the program since its inception.

He points out that "the beauty of this program from the local sponsor's point of view is what he can get for his money. Just imagine being able to sponsor a program which brings Churchill, Barkley, Warren and Taft to the microphone at a cost of from \$6 to \$240 weekly."

## Greystone Renewals

Effective results of spot announcements have been indicated by Greystone Press Corporation's renewal orders for six quarter-hour spots over station WMAQ, Chicago.

Greystone, publishers of *The Practical Home Handyman* manual, placed the orders for the transcribed "Do It Yourself Club" program, Oliver Morton, manager of the NBC Central Division national spot sales department has announced. H. B. Humphrey Agency handles the account.

Spot business on WMAQ also includes a renewal order from Wyler and Company (dehydrated soups), through Ruthrauff and Ryan, Inc., for participations on the "Food Magician" show.

## Miles Lab Renews for Year

Satisfaction of Miles Laboratories, Inc., with their sponsorship of "News of the World" has been demonstrated by their renewal of the show for another fifty-two week cycle. Announcement of renewal was made by Paul McCluer, manager of the NBC Central Division network sales department.

Morgan Beatty, NBC Washington commentator, is editor-in-chief of the news round-up program which is aired five times weekly at 6:15 P. M., CST. Program has origination points all over the U. S. as well as overseas.

Alka Seltzer and One-A-Day vitamins are advertised. Wade Advertising Agency handles the account.

## Sportscasters Praised

WLAW sportscasters Arthur Flynn and Hugh Babb who gave the blow-by-blow and color reports of the *Lowell Sun's* Golden Gloves tournament were highly praised for their microphone work by William T. Fleming, advertising manager for the sponsoring newspaper.

In describing the tournament which was held to select the New England team for the national amateur boxing championships in New York, the two sports announcers at the Lawrence, Mass. station were commended for their smooth form and running order. Fleming said that their ring action broadcasting was the best there was.

## Peter Paul Renews Churchill

Peter Paul, Inc., will continue its promotion of candy bars exclusively through radio advertising by renewing its "Nelson Churchill Views the News" program on WNAC for the next fifty-two weeks.

Consistent concentration of the advertising of Chocolate Coconut Mounds and Almond Joys on the air has proved a profitable policy. Platt-Forbes, Inc., is the agency.

## Mortuary Sponsors Music

(Continued from Page 7)

radio and newspaper series—pointing the newspaper copy more directly to the radio program and at the same time letting the newspaper writer bring to the microphone the pioneers of whom he had written. Newspaper advertising, running Saturday night, always carried a line, "Hear this pioneer tell his story tomorrow on the "Golden Melodies" program on KDYL at 9:45 A. M."

Instantly, the series of radio-newspaper tie-in advertising was a hit. Jenson has brought a parade of "old-timers" to the microphone. Many of them are more than a hundred years old. Sometimes, the mortuary sends him out of town with KDYL's recording gear to the bedside of some aging person who is unable to come to the studios.

Each week, the newspaper keeps plugging the mortuary and the radio program.

KDYL airs the quarter-hour program every Sunday morning at 9:45 A. M. As dictated by Mrs. Beck's theory, "Golden Melodies" is preceded by Church of the Air, a public service religious program, and followed by a news period at 10 A. M.

Three musical numbers of mass semi-classical appeal are carried each week by the broadcast. Typical numbers on a recent broadcast were "Daybreak," "You Are Too Beautiful" and "Night and Day."

A commercial message follows the first number and is read against a soft musical background. The interview with the pioneer comes after the second number.

Commercial copy on this kind of show must be handled very carefully. Here is an example from a recent broadcast:

"What a cherished part of all of us are our memories. They play a valuable role throughout our lives. But their value, of course, lies not in living with them—for we must all live for the future—but the memories of all of us point the way to those fine days to come. The past is but a prophet of the future. How true that is with one of Utah's oldest and finest institutions."

Copy goes on from that point to give the history and reputation of the Joseph

William Taylor Memorial Mortuary and the service it has given and will continue to give.

In addition to her theory of buying program time preceding or following a newscast, Mrs. Beck has another word of advice for prospective mortuary time buyers. She explains that a writer with sensitivity must be found.

"Then when you find this writer and have told him your problem, leave him alone," she advises. "He knows your problem and he has the sensitivity to write the way such a program should be written."

KDYL and the Intermountain Broadcasting Corporation, along with Mrs. Beck, have really found a solution for one of the most difficult services to advertise—the mortuary.

Outstanding is the fact that the sponsor, in combining an effective tie-in of radio and newspaper advertising, has demonstrated an over-all conception of how much coordinated and strategically planned advertising and promotion can do even for the sponsor who has a very specialized service to sell.

Mrs. Beck has kept in her business the high ideals of community service always identified with the responsibilities of a mortuary.

Experience of this kind is sure proof that properly planned radio advertising guarantees effective results.

## GIRL EMCEES SHOW

(Continued from Page 8)

availabilities. These spots are both transcribed and live, with the announcer reading the live ones.

It is "Marybell" who keeps everything going at such a rapid, audience-appealing rate. Scheduled daily, Monday through Saturday from 12 noon to 12:30 P. M., the program originated on November 28, 1948, with "Marybell" as emcee. Since then the program's popularity and appeal has steadily grown. Listeners claim that "Marybell" is just plain "fun" to have around.



"Marybell's" background is one in which music of the hillbilly type is a tradition in the family. Youngest of six—with four brothers and an older sister—"Marybell" followed in the footsteps of the others. The Dardens did not have to go outside their immediate family to organize a band. All the children and both parents play musical instruments.

For ten years the "Darden Hillbilly Band" has brought entertainment to the hillbilly music lovers of the section.

"Marybell," in between the farm chores, learned to play the fiddle, bass, banjo, guitar, and to "pick out" tunes on the piano. She and one of her brothers played for some time on the "Old Dominion Barn Dance" traveling over the state.

"Marybell" has kept her talented fingers in other radio pies. She also conducts the "Tidewater Hoedown" every Saturday afternoon from 4 to 5 P. M. This program began as a transcribed and recorded show but was open to guest talent early in February.

"Tidewater Hoedown" starting with a single act for ten minutes in the middle of the show now has the guest period enlarged to a half-hour using two hillbilly groups or a group and a single act. At the rate this show is growing it has prospects of becoming a huge jamboree with a great variety of talent every Saturday afternoon.

"Tidewater Hoedown" also offers commercial announcements on a participating basis. This program was first begun on January 8, but already it is showing results in audience response and consequent sponsor satisfaction.

Doing something you really know about has always been a rule for succeeding in any task. "Marybell" has taken her background and experience with hillbilly music and applied it to radio. Sure enough, this has meant success for her show as well as her sponsor.

## JACKPOT SHOW

(Continued from Page 9)

A jackpot program of this nature is bound to get every member of the family listening in an effort to win the gifts offered. Homemakers, then, will be hearing

the message of the sponsor, the commercial message which promotes the product which is so beneficial in keeping every home in good physical condition.

"Try and Get It" is a local program, broadcast at 1:30 P. M. every Saturday. At the same time, the show is aired over WABB-FM. Considering the fact that WABB is the only station in Mobile equipped and staffed to present local broadcasts on a network level, the show has been extremely successful.

Performers and staff of "Try and Get It" consist of Anthony Leighton, program director of the station, who acts as emcee, Helen Leighton as assistant emcee and featured songstress, Jack Bitterman as announcer personality and William Ward as featured organist. Included in the format of the program is a featured vocal solo and a featured swing organ solo. This adds a diverse note to the quiz nature of the show by injection of the unadulterated musical number.

So a jackpot show on an intelligent level is reaping advantages for sponsors in greater sales and benefits for contest winners via attractive gifts.

## CREAMPUFF

(Continued from Page 10)

found that the ball was egg-shaped. This new twist in the ball of twine made it necessary for "Creampuff" to undevelop that ball to where the egg-shaping announcer has started and begin all over again.

Somewhere along the line it got going again in a wobbly way and now it's not exactly a perfect circle, but the announcer keeps winding.

From a promotional standpoint, the stunt is paying off. It seems everyone is listening to "Morning in Maryland" to see what the outcome will be. That innocent ball of string is getting itself an international history. It is made of string that was mailed from a lot of cities in the United States. Some of it came from Switzerland, Japan, Germany, Belgium, South Africa, Ireland, and Sweden.

String from foreign countries came to

"Creampuff" via Baltimoreans who had told their friends and relatives abroad about the string-saving affair. In mailing Christmas packages to Baltimore, the people from abroad included, among other things, an offering of string.

Adults are not the only ones interested in helping along the "Creampuff" operation. Entire classes in school are sending in string. Some children are even sending in spools of store string. Most of the string that has been collected comes in short lengths, in all different colors and different thicknesses.

Since December 10th when the string-saving operation first began, "Creampuff" estimates he has wound string for a total of about sixty hours. Without doubt, he has also in that time created publicity for his record show which is proving invaluable to the program sponsors.

It will take "Creampuff" Crist another fifty or sixty hours of winding until he is ready to tell every one of those interested listeners who have participated in the scheme just what he is going to do with the fruit of his and their labors.

Listeners are just as interested today in the final outcome as they were when the stunt began. One woman wrote to the Crist brothers, saying, "I'm taking a trip to Florida for a few weeks . . . please don't do anything with the string until I get back."

So "Creampuff" still is winding. And while he winds, the circle of listeners who hear "Morning in Maryland" gets wider and wider. Here is an ingenious promotion plan that is paying off.

## CLUB 1300

(Continued from Page 11)

stairway of health—brought response in a hurry.

During the first day of the drive for polio funds, enough money was sent in to buy 306 crutches. With each passing day the unit cost of equipment increased which reduced the number of units which the total receipts would buy. The top step on the stairway, for example, represented portable iron lungs which are valued in excess of \$600. "Club 1300's" total of

\$45,471.35 would buy 44 iron lungs.

This year the WFBR "Stairway of Dimes" officially launched the opening of the Maryland state-wide March of Dimes Campaign when State Director—former Senator from Maryland—George L. Radcliffe presented a tribute to Henry Hickman on "Club 1300."

Dr. Kenneth F. Maxcy, member of the Medical Committee of Virus Research and Epidemiology of the National Foundation, officially accepted the contributions of "Club 1300" listeners on the final day of the drive.

Henry Hickman, in building a grand total for the 1949 Infantile Paralysis Foundation, has demonstrated the power of radio in performing worthwhile public service.

## STORE PROGRAM

(Continued from Page 13)

audience for "Community Reporter" and a consequent rise in sales.

Important in arousing that audience response has been the Club Bulletin Board. Announcements are made of meeting places and agendas of club meetings are broadcast to busy housewives. In a community where women's clubs abound, this type of feature is becoming an indispensable thing to women residents. Many organizations have said that "Community Reporter" is doing away with the job of recording secretary.

That Bulletin Board is only one item with a local slant that makes for so great an audience appeal. The other is the always local angle on the news.

Heard daily Monday through Saturday at 12 noon, the program concentrates on what is news to community residents.

Death of the fire station dog is considered headline-worthy. A delay in road construction was thoroughly explored with wire recorded explanations from the gang foreman. A description of a drum and bugle corps' competition, or a costume ball, was, is, and will be, newscast material for "Community Reporter."

Interviews with leading members of the vicinity is another factor making for audience response and increased listenership.

Listeners love to hear the people they know discuss the people and the events they know about and WGAY's "Community Reporter" consistently makes the most of that near universal characteristic of individuals. Names makes news, they make listeners, and they make sales.

Naturally a program which features political guests whose policies are often criticized and often gets the inside story on some item of local interest, makes the show a regular source of news for county newspapers.

Hecht Company itself has done a lot, promotion-wise, to feature "Community Reporter." At its first anniversary celebration, Ernie Tannen, the "Community Reporter" was master of ceremonies at exercises held inside the store. The hour long program was broadcast over WGAY and was televised as well. During the entire week of "Community Reporter's" anniversary, Ernie Tannen conducted his show from that same store window.

Meanwhile, Hecht Company carried advertising in the Maryland papers which featured a box reminding customers of "Community Reporter's" listening time.

At presentation ceremonies when the 1949 NRDGA award was made, "Community Reporter" was cited as being an "outstanding example of a radio program that integrated the best community interests with the finest philosophy to provide news, entertainment, and civic awareness."

---

## AFTERNOON SHOW

(Continued from Page 14)

Format of the show itself features music and discussion that would appeal to an audience of housewives. Sweet musical selections are starred to cater to the housewives' taste in songs. Time signals and weather reports are given periodically throughout the show.

A fifteen-minute segment of the program is given over to Fran Martin, female announcer, who devotes that portion of the show exclusively to women's news.

Time the show is broadcast is another factor which builds on its appeal to housewives. "Platters for Your Pleasure"

is aired Monday through Saturday from 1 to 2 P.M. That seems to be the hour when women have finished with lunch chores and like to relax for awhile after the children have been sent back to school for the afternoon.

During the original show, "Housewives' Prom" the client checked his listeners by offering a free meal to the first person calling his number on what is known as the "quiz tune of the day." To tie in the show with the sponsor, pictures of the program were placed in the clients' show windows. Now telephone requests by housewives have been added to the format schedule.

In addition to the tremendous telephone response "Platters for Your Pleasure" gets each broadcast day, WCSI has found that the show is one of the largest mail-pullers on the station.

So successful has the show become that Program Director Ted McKay says that the station has considered running the broadcast time up to 3:30 P.M. instead of the original 2 P.M.

Emcee on the show, Dick Jewell, is another reason "Platters for Your Pleasure" is scoring sponsor success. Jewell himself has gathered quite a large listening audience since he started doing the platter show. Hailing from Wisconsin, he is 27 years old and settled in Columbus after being discharged from the Navy. Jewell had two years in radio and has quite a following among the housewives of Columbus and the outlying reaches of WSCI's signal.

Appealing music, spot announcements delivered by an emcee with personality, and a program format geared to a select audience—in this case, a group of housewives—is developing a greater market for the advertisers who are using radio to sell their merchandise.

---

## 52 More for "Jump-Jump"

N. Snellenburg and Company, Philadelphia Department Store, renews "Jump-Jump of Holiday House," quarter-hour children's program on KYW for fifty-two weeks, aired at 9:15 A. M., Saturdays.

This transcribed package is handled through Seberhagen, Inc., Philadelphia.



# 1001

## RADIO PROGRAMS



### Syndicated Transcribed Script and Live Show DIRECTORY

*the new* ★

## RADIO SHOWBOOK



*Indexed by  
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MAGAZINE OF AIR MERCHANDISING



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# S Showmanship



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**"Kitchen Kapers" in action: Tiny Ruffner interviews contestant while Producer Paulsen and Merchandise Manager McKenna watch**

# *Food Firms Back*

---

**AIR FAX:** Quiz show, sponsored by makers of food products, has big appeal for audience of housewives.

**First Broadcast:** September, 1947.

**Broadcast Schedule:** Monday through Friday, 10:45 to 11:45 A.M.

**Sponsor:** Participating

**Station:** WIP, Philadelphia, Penna.

**Power:** 5,000 watts

**Population:** 2,898,644

**Preceded by:** "Terminal Topics"

**Followed by:** Victor H. Lindlahr

---

Nothing is more effective than a radio program for housewives that is sponsored by a group of participating advertisers who are marketing merchandise that every housewife needs.

It is this successful selling formula that station WIP in Philadelphia has incorporated into "Kitchen Kapers." And it is this formula which is evoking statements of satisfaction from almost twenty sponsors whose wares are plugged via the show. Why not? For in every case increased sales have

been traced directly to "Kitchen Kapers."

Format, as well as advertising ingenuity, has put "Kitchen Kapers" on the map as far as Philadelphians are concerned.

It all started back in September of 1947. The show was planned as a live audience quiz program with questions based on food, recipes, nutrition, and just about anything housewives need to know in planning their daily homemaking schedule.

Now merchandise prizes are awarded to each contestant and there are eight contestants on each program. A daily jackpot is awarded to the one participant coming nearest to the correct answer to the "running" jackpot question. Contestants are drawn by admission ticket numbers. Actually, questions are angled so that they are easy and so that each contestant wins. Psychologically, too, "Kitchen Kapers" hits the jackpot.

Commercial messages are woven very easily, and with a great deal of informality, into the continuity. Casually, mention of the specific product is introduced and usually, the commercial announcement lasts about an average of forty-five seconds,



although, with the store and shopping mentions, commercials may average a full minute.

"Kitchen Kapers" is aired Monday through Friday from 10:45 to 11:45 A.M. Tiny Ruffner is emcee and his particular kind of personality goes a long way towards sparking the show.

Apparently, listeners like just about everything that goes into the making of the show. More than six hundred tickets are requested each week from folks who want to see the program. More than three hundred people actually attend the Tuesday night recording of three shows and the

Wednesday live broadcast of one show and the recording of another.

While housewives listen attentively, sponsors have their advertising messages aimed directly at their audience target. And according to sales records, "Kitchen Kapers" scores a bulls-eye every time.

Sponsors who participate gravitate primarily from surrounding areas. Among the advertisers on "Kitchen Kapers" are Beardsley's Codfish Cakes, Marshmallow Fluff, and Hoyt's Dumpling Mix, all made in New Jersey. From the Pennsylvania locale come Wise Potato Chips, Turkey

(Continued on Page 27)

# *Housewives' Show*

Emcees of "Kitchen Kapers"  
Johnny Wilcox at left, and  
Tiny Ruffner at right



# JUVENILE SHOW

## AIMS AT ADULTS

---

**AIR FAX:** Child's program directed at adult audience wins citations from several critical groups.

**First Broadcast:** October 26, 1947

**Broadcast Schedule:** Monday, 9:30 to 10 P. M.

**Station:** American Broadcasting Co.

---

A children's show with format directed at an adult audience is the formula which has won citations from the National Conference of Christians and Jews and the Radio-Television Critics Circle of New York. Program is "Child's World" an ABC offering.

Scheduled for broadcast on Monday evenings from 9 to 9:30, "Child's World" is a program conducted by Helen Parkhurst, founder of New York's largest private school and originator of the Dalton Plan being used in many progressive schools.

Feature of the broadcast is extemporaneous discussions about every topic from God to vacations. Youngsters who take part range from four to sixteen years old and they have spontaneous opinions to offer on whatever the theme of the show is that day.

Miss Parkhurst's Manhattan apartment is the setting for the show. Comic books and soft drinks help to loosen up the children's tongues so they relax and speak freely about lying or hookey, teachers, prayers, prejudices, or babies. Since the series first began broadcasting in October, 1947, the boys and girls have consumed gallons of cocoa and soft drinks and thousands of doughnuts.

As they get comfortable, the children are invited to participate in the discussion groups. Conversations that are recorded are then broadcast at a later date.

To reduce any tendency for showing off before an audience, no one is present during the recording sessions except Miss Parkhurst. Radio director Clark Andrews and the engineer sit in the kitchen of the apartment. A peek hole has been split in the wall between the kitchen and the recording room so that Andrews and the engineer may signal to Miss Parkhurst without the children seeing them.

Children recorded for the radio series nearly always are untried youngsters who have never appeared on a radio show before. They don't even know the topic they are going to discuss until a few minutes before they are on the air.

Idea behind these discussions is to give adults an insight into the separate world of children. That is why programs are scheduled beyond the peak listening hours for children and at the top listening time for adults. Primary consideration in building the show is that it is for adult education, not children's entertainment.

Since the innovation of the program, children have taken over Miss Parkhurst's apartment. In her guest room, she has installed sturdy furniture and built-in shelves which she has filled with children's books and comic magazines. Every tactic is directed at making the children feel as relaxed and comfortable as possible.

Not every recording that is made is used on the air. Approximately one in three is approved by the public affairs department at ABC which passes all recordings.





Some of the records are casualties because of overt behavior of the boys and girls, such as absent-mindedly drumming their fingers on the microphone. Two little boys on two separate sessions in discussing how they boxed with their fathers began shadow boxing with the microphones. In early sessions, telephone rings spoiled a few recordings.

Under the direct supervision of ABC vice-president in charge of public affairs, Robert Saudek, each recording is carefully listened to at the network on the basis of continuing interest, of cooperation with Miss Parkhurst to prevent any precocity.

Youngsters themselves are not screened or interviewed before participating in a guest session. Usually, Miss Parkhurst meets the group for the first time about five minutes before the meeting is slated to begin. She doesn't even greet the children at the door but allows them to roam about until they have adjusted themselves to the apartment. Miss Parkhurst feels this puts the children in a more familiar relationship with her rather than on a "guest at a party" basis.

Throughout the discussions, she tries to keep an impersonal attitude toward the children's statements. Her ability to re-

main "on the fence" places her in a position totally unlike that of parents or teachers.

Some listeners to the broadcast feel she should moralize during the discussion. Such criticism emphasizes the effectiveness of the program's goal. As long as the adult can remain out of the picture, so long will the program reveal the child's own position.

Children who participate on the program represent a cross section of New Yorkers. Some are pupils of Miss Parkhurst, some are recommended by educators, but most of them are picked at random by their schools. Other sources have included Light House for the Blind, Children's Village, and University Settlement House. A visitor from Chicago appeared on one of the broadcasts.

Work backgrounds of the children's parents have ranged from fruit-peddling to the daughter of a Metropolitan opera star.

Children usually represent mixed groups of backgrounds except when peculiarly defined topics are discussed. When the subject of delinquency was covered, youngsters with personal experience were selected for that session. On the discussion of

(Continued on Page 29)



# Talent Program Stresses Furniture

---

**AIR FAX:** Juvenile talent show marks twentieth year on the air.

**Broadcast Schedule:** Saturdays, 10 to 11 A.M.

**Sponsor:** Star Furniture Company

**Station:** KEX, Portland, Oregon

**Power:** 50,000 watts

**Population:** 406,406

**Preceded by:** "Toyland Tunes"

**Followed by:** Metropolitan Opera

---

11 A.M., presents an hour of individual and combination acts by talented youngsters. Entertainment runs the gamut through the fields of instrumentals, vocals, dancing, and general variations.

First aired in Portland twenty-one years ago, the program has been heard on Portland radio stations consistently during the two decade period. This year marks the twenty-first year of broadcasting over Oregon's 50,000 watt facility, KEX.

Commercially, the children's talent program pays off from every angle. Currently, the show is sponsored by Dave Light and Harry Zavín, of the Star Furniture Company at 624 S.W. Fourth Street in downtown Portland.

Standard delivery is followed in commercial announcements. Sales appeal stresses

Uncle Nate introduces the "Harmonettes," regularly featured trio, on his KEX Saturday show, "Stars of Tomorrow"



Twenty years of successful broadcasting is the radio record that has been made by a talent show for young people—a show that concentrates on future stars.

"Stars of Tomorrow," popular juvenile amateur revue, heard Saturdays over station KEX, Portland, Oregon, from 10 to

the furniture and appliance merchandise the sponsors have to offer. Selling messages are cleverly handled with the phrase "Downtown Portland" becoming a household by-word. It is incorporated into the show by using it in the sentence . . . "at the Star Furniture Company in Downtown Portland . . ." Just about everyone recognizes the catch twosome and it is used in all commercial copy.

Aside from air-time the only cost involved in producing the show is the accompanist's fee. Here is another financial break for this sponsor who is getting high-



Versatile emcee Bob Amsberry looks over month's mail received from listeners to his "Squirrel Cage" show on KEX. Amsberry was one of the personalities discovered by Uncle Nate on the "Stars of Tomorrow" show

value selling messages across at a very low money output.

Following through on the children's radio show, Star Furniture Company employs newspaper advertising as further advertising media. Additional radio promotion is achieved via another program aired Monday through Friday over KEX from 9:15 to 9:30 A.M. This is a record program titled "Stars of Today."

Promotion for the Saturday morning children's special includes window and poster displays in key locations, promotional spots and mailings.

Star Furniture has not neglected a single angle in pushing their merchandise through well-planned promotion maneuvering.

Format of the children's show on Saturday morning has maintained a pretty consistent outline during all the years the show has been aired. Emphasis is placed

on new kids . . . new talent . . . plus necessary revisions for smoother production.

Nate Cohen, originator of "Stars of Tomorrow," handles all the emcee activities. "Uncle Nate," the popular man who directs all talent, has discovered a score of widely-known personalities who have already made their mark in the entertainment world. Included among these celebrities are Jane Powell, Kay St. Germaine, Nora Martin and the new personality, Bob Amsberry.

"Stars of Tomorrow" is aimed right at the youthful listener. A studio audience is always present at air-time to participate in enthusiasm expressed by the children. Specially selected acts are featured at private meetings of clubs, the parent-teachers associations and at other organizations.

At each broadcast proceeding itself,

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Executives of Esso Standard Oil Company of Pennsylvania and KYW gather in front of the KYW "Giant Mike." Left to right are Frank Seery, Esso salesman; Thomas Ryan, proprietor of the station; H. R. Merrikan, assistant district manager; John Kirkley, merchandising manager of Esso for Pennsylvania, and Harvey McCall, Jr., KYW sales manager

## ESSO SHOW TIES IN WITH STUNT

In a unique approach to local program promotion, KYW, Philadelphia 50,000 watter, has come up with a gimmick that combines circus showmanship, hard-hitting merchandising and over-all station ballyhoo.

KYW, the Westinghouse outlet, has erected a seven-and-a-half foot microphone—which is said to be the largest in the world—atop a Willys-Overland Jeepster. The combination is parading all around the greater Philadelphia area.

Initial program tie-in for the promotion campaign is the news show, "Your Esso Reporter," sponsored by the Esso Standard Oil Company of Pennsylvania. The series is broadcast in the early morning, mid-way, early evening and late evening segments of KYW's daily schedule.

Start of the promotion has been timed to coincide with the placing in operation by KYW of two new 465-foot antenna towers. The towers were recently constructed at the station's new transmitting site in suburban Whitmarsh, Pennsylvania. In this move, KYW is boosting the station as well as the sponsor.

In addition to supporting the "giant mike," the Jeepster, painted a bright yellow, is properly adorned with display signs giving the broadcast times of the Esso Reporter programs.

Kick-off of the promotion stunt began when the "giant mike" travelled to the opening of a new Esso station located on Route 30 in Wayne, a suburb of Philadelphia.

(Continued on Page 29)



# Special Shows On Anniversary

WLS, the Prairie Farmer Station, Chicago, is celebrating its silver anniversary with several special promotion programs, according to Glenn Snyder, vice-president and general manager. Activities are being keyed to the friendly listener-station relationship which WLS inaugurated in 1924 when broadcasting first begun.

Silver Anniversary programs is commemorating the big part the midwest audience has played in building WLS—through its own choice of entertainment. WLS also is observing the part listeners have played through cooperation with such station projects as the WLS Christmas Neighbors Club, which to date has supplied \$247,000 worth of equipment for hospitals and other institutions; through contributions of nearly \$350,000 to aid the American Red Cross; and through its support of every worthwhile project the station has undertaken.

At the beginning of the celebration on April 12 on the WLS Dinner Bell program, Program Director Harold A. Cafford announced that Arthur C. Page, pioneer farm broadcaster, would present Edgar L. Bill, WMBD president, and first WLS manager; George C. Biggar, first Dinner Bell announcer; Ellen Rose Dickey, New York, first home program director; and Grace Wilson, who sang on the dedicatory program.

A memorial program honoring departed

WLS staff members was set to be conducted by announcer Jack Holden.

One the same evening as that memorial broadcast, WLS broadcasts "Silver on Parade," a special program dramatizing the historical highlights of the station. These include the broadcast of the famous Hindenburg disaster.

In the midst of the other Silver Anniversary festivities, the twenty-fifth birthday of the WLS National Barn Dance will be celebrated at the Eighth Street Theater. A midnight show from 12:30 to 2:30 A. M. of this longest established American radio folk musical program is to be added to the customary 7:30 and 10 P. M. stage broadcasts.

Old-timers appearing on this program include Pat Barrett, known as "Uncle Ezra," now retired on a northern Illinois farm; Bradley Kincaid, the "Kentucky Mountain Boy," now of WSM; Tom Owen, WMT, first square dance caller; Steve Cisler, WKYW, Louisville, former Barn Dance emcee; Malcolm "Spareribs" Clair, now of WCFL; and Joe Kelly, of National Barn Dance and Quiz Kids fame.

A special sixteen-page edition of the WLS *Standby* magazine with many pictures demonstrating scenes of "today" as well as "yesterday" in the history of the station, has been published for distribution to agencies, advertisers, corn belt business men and WLS listeners.

# Results from Spots

## Mean Time Sales

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**AIR FAX:** Radio and television tie-ins push sales for retail store.

**First Broadcast:** Spring, 1946

**Broadcast Schedule:** Saturdays, 5:45 P.M.

**Sponsor:** B. F. Goodrich Company, Utah stores

**Station:** KDYL, Salt Lake City, Utah

**Power:** 5,000 watts

**Population:** 225,000

**Preceded by:** Transcribed music

**Followed by:** NBC Network, "Hollywood Star Theatre."

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A radio theory that if spot announcements could produce certain results, a good quarter hour program should produce even more has paid off advertising-wise for the four B. F. Goodrich Company. Utah stores in Salt Lake City, Ogden, Provo and Logan.

Walter Wallace, division manager for the B. F. Goodrich Company began buying spot announcements on KDYL back in 1937 and, with the end of the war and an eventual return to competitive merchandising, decided in 1946 to begin a quarter-hour once a week program. One of the

Walter Wallace, division manager for Goodrich Company Utah stores, receives gold award for excellency in radio sports programming. Jerry Hill and Emerson Smith look on as Del Leeson presents award







B. F. Goodrich Company retail store at 131 East First Street, Salt Lake City. This store, in cooperation with retail stores in Provo, Logan and Ogden, uses KDYL-TV advertising exclusively

purposes of this program was to convince the audience that B. F. Goodrich stores were general retail outlets as well as tire merchandisers. The four Utah stores cooperate, since all are in the KDYL listening area.

A discussion with KDYL's program and sales departments convinced Wallace that a sports program which would be a real service to the male audience was his best bet, and consequently a format was roughed out for a program called "Highlights From the World of Sport," to be aired at 5:45 Saturday evenings.

The 5:45 P.M. Saturday time was chosen as the one in which the best all-over sports coverage could be given and the wisdom of the time choice has been proven many times over the past two years. During the fall, this time allows a complete coverage of football scores with brief leads on the big Pacific coast games which are just then ending, due to the time differential. An hour later these scores have lost their freshness. Month after month the 5:45 P.M. time has proved to be the most fortunate in reporting major sports results while the results are news. No matter what sport is in season, that time has worked the best for the freshest, most complete coverage.

After the first decision of building a sports service show, the rest of the format was worked out quickly, and has never been

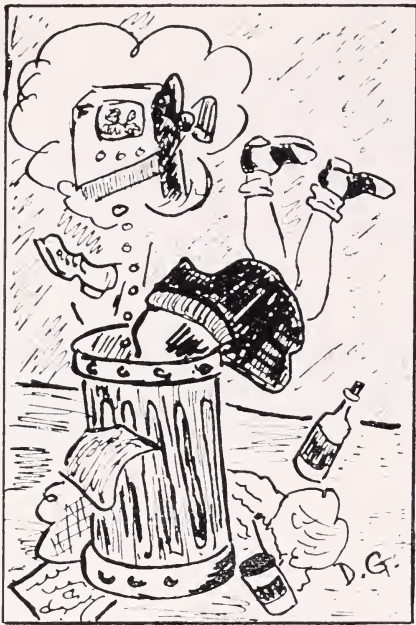
changed. Current sports coverage is reported in the first four minutes; the next section is devoted to an interview with a sports authority or an analysis of a local sports situation and the third four-minute section is given over to a feature sports story in retrospect—usually built around the history of a well-known local athlete. This format, along with the time, has never been changed in the three years the show has been sponsored on KDYL. Incidentally B. F. Goodrich has advertised exclusively on KDYL.

The use of two voices was also agreed upon. Emerson Smith, KDYL program director, whose many years of radio staff work with an emphasis on news, gives the first four minutes of sports results because his voice and style lend themselves to this type of reporting. Jerry Hill, then of the KDYL news staff and now sports director at the station handles the middle section—the interview or sports analysis—and Smith comes back with the retrospect angle. Here again, there has been no change. Smith and Hill who started the show still do it, with Hill writing most of it as he has always done.

From a program standpoint, there has always been a rule that the interview must be with a person of sufficient stature to command interest. "Name" golfers, ball players, fighters and coaches are invited to

(Continued on Page 30)





When a disc jockey cooks up a gimmick that has everyone in the listening area begging for a portion, he has concocted a recipe that's bound to be in the number one spot on anyone's menu. And that is exactly what Red Blanchard, platter server over station KPRO and KPOR-FM in the Riverside and San Bernardino area has done.

Name of the dish is the "1440 Club" and it is served Monday through Friday from 4 to 5:30 P.M. and Saturdays from 2 to 4 P.M. What make it extra special to listeners and sponsors are the spicy secret ingredients carefully mixed into the whole by Blanchard. So successful is the Blanchard formula that his name has hit the pages of the *Los Angeles Mirror*, via Fred Beck's column, "What's New?"

According to Beck, things are pretty bad out in San Bernardino, roundhouse capital of Southern California. He claims that the town is in a turmoil, that home life is shot, and that the educational system is falling apart. And all because

# CHILDREN RADIO

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**AIR FAX:** Disc show with competitive gimmick hits audience jackpot.

**Broadcast Schedule:** Monday through Friday, 4 to 5:30 P.M.; Saturday, 2 to 4 P.M.

**Sponsor:** Participating

**Station:** KPRO — KPOR-FM, Riverside, California

**Power:** 1000 watts

**Population:** 43,646

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of a horrendous crime being perpetrated by disc jockey Blanchard.

Actually, it isn't as bad as an invasion from Mars or even a typical Hollywood Frankenstein. All Blanchard has done is offer a television set to the winner of a radio contest based on a good old-time scavenger hunt. Sounds like fun. And it is. Sounds like good programming. And it is. It's gathering a host of new listeners to the show. It's selling a host of merchandise for the lucky participating sponsors who had the foresight and acumen to buy themselves some time on the "1440 Club."

Especially keen on the promotion stunt are the young boys and girls in town. According to reports, just about every home in town is feeling the impact. It goes almost without saying, that almost every home in town is also feeling the impact of the

# RANSACK TOWN IN SCAVENGER HUNT

advertising aired over Blanchard's show.

For one hour and fifteen minutes every day, the youngsters are glued to their radio sets. They can't leave because Red strings his clues through the show, interspersing them between records and commercial announcements for a photo shop and a Riverside jalopy yard.

The minute the show is off the air, the multitudes of young scavengers dash out of their homes in search of the varied objects Blanchard has named for the day's hunt.

Everything gets ransacked—everything from the town dump to the neighbor's attic. They raid basements, raze buildings just to gather together such objects as sardine can keys or fertilizer sacks or weathered cedar shakes.

Beck's column tells of how the hunt disrupted the entire household of Fred Servatius where, Beck says, "once all was peace."

It seems that, previous to the scavenger affair, Mr. and Mrs. Servatius had no particular problem with their daughter, Evvy, a seventeen-year-old who keeps her ice skates under the bed.

Then Evvy set out to win that television set.

Beck says that until that time she was a normal kid in jeans and saddle shoes and sloppy sweaters. Now she spends a nerve-racking hour listening to records she may not even like just so she won't miss any of the day's clues.

When Blanchard signs off, the listeners

dash around in quest of odds and ends of all things imaginable. They snoop into trash cans, sewing baskets, the back rooms of grocery stores, and climb eagerly through wrecking yards.

When Blanchard told his followers to get ten broken shoe laces, Evvy Servatius started breaking shoe laces in her father's closet, Beck claims.

Once the object of the day was burned-out fuse plugs, which necessitated learning how to short circuit electric appliances.

Nearly a thousand boys and girls are in the running for the grand award and as the day of the contest's close draws nearer, the objects named seem more difficult to obtain.

Truth of the matter is that Blanchard has been so successful in boosting the sales records of everything he advertises on his disc jockey show that he has become known to prospective sponsors as "Dr." Blanchard, the man who can cure any businessman's sales ills.

BMB and Hooper Listening Report have KPRO down as the most listened-to local station in the area. And that is the station that always does the most effective selling for its advertising clients.

For it is the station with the imaginative programming that gathers a wide audience. And it is that audience that buys the products offered by the show they like listening to. It's a vicious cycle, yes, but a rewarding one for sponsor, station, and listener alike.

# MOTOR FIRM SAYS 'FIND THAT FORD'

A simple program format which requires only two men, a control operator and an emcee to produce a fifteen-minute show is bound to keep any sponsor advertising-budget happy. When that same program is so unique it has captured the attention of droves of radio listeners, that sponsor's satisfaction is doubled.

And that is the situation with "Find That Ford," a fifteen-minute quiz show offering being served by Station WSAV, Savannah, Georgia. Sponsor who is getting big merchandise promotion via this show is the J. C. Lewis Motor Company. The program promotes their repair shop and sells 1949 Fords.

Gimmick that has quiz-conscious Savannah audiences on their ears is an unusual clue consisting of a short vocal clue sandwiched in between two fragments of song. Tune lasts approximately thirty seconds and is followed by the query, "Can YOU Find That Ford?"

"Find That Ford" quiz actually follows the standard call-out procedure, averaging three or more calls for each program. Show opens with a simulated police radio call, transcribed for ease of operation. Call

states in effect that a 1949 Ford is wanted for a big reward. Even in quiz part of show, sponsor's products get mention. Listeners are conscious of the type of merchandise being offered on this program.

What sparks the simple set-up of "Find That Ford" and has put it on the Savannah popularity parade as far as quiz shows go is the mystery involved in the transcribed clues, a peppy theme, and the friendly personality of emcee Norm Strand.

Show opens with an explanation of how the quiz game works. The clue is played once and then the telephone calls begin. For each person who is called, the clue is played in such a way that the party on the other end of the phone can hear it. This gives everyone an equal chance to win whether they are listening or not.

Awards are large enough to make the winning attractive and consist of merchandise from the local Ford Company. Such items as radios, car heaters, undercoating jobs, and seat covers.

Prize list has gone up as high as \$245.30 in value and consistently runs upwards of a hundred dollars. Each person, whether or not he is called, gets a consolation prize. This may consist of small items of merchandise such as pop-out cigarette lighters or rear-view mirrors. Prizes themselves are commercial announcements for the advertiser for they keep his merchandise in the mind of the listener as well as the recipient.

If someone wins in the middle of the show, a brand new prize list running as high as eighty dollars to start is brought out. A new set of clues is played and more telephone calls made right up to the time the show ends.

(Continued on Page 30)

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**AIR FAX:** "Find That Ford" quiz show promotes local Ford dealer's repair shop and sells 1949 Fords.

**First Broadcast:** October 4, 1948

**Broadcast Schedule:** Monday, Wednesday, Friday, 7:30 to 7:45 P. M.

**Sponsor:** J. C. Lewis Motor Company

**Station:** WSAV, Savannah, Georgia

**Power:** 5,000 watts

**Population:** 152,600

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# Ad-libs Up Sales

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**AIR FAX:** Disc spinner with casual air ups merchandise sales for cooperating sponsors.

**Broadcast Schedule:** Monday through Friday, 2 to 5 P. M.

**Sponsor:** Cooperating

**Station:** WHAV, Haverhill, Massachusetts

**Power:** 250 watts

**Population:** 46,752

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Ad-libbing commercial announcements in a friendly manner seems to be the secret formula for a widely-heard record spinning show being broadcast over WHAV Haverhill, Massachusetts.

"Platter Playhouse" is the title of the record hour and Warren Greenwood, who is also WHAV Program Director, is the guy with the facile speech and sincere

manner who is spinning the records. Warren Greenwood is also the man who is selling the merchandise advertised by sponsors of the show and selling that goods steadily and in quantity.

Actually, "Platter Playhouse" is the brainchild of Greenwood. Soon after he became Program Director at WHAV he scanned the schedule and found that there was not enough commercial time slated for afternoon airing. The answer, in Greenwood's mind, was to block program.

"Platter Playhouse" was set up as a three hour feature Monday through Friday between the hours of two and five in the afternoon. The show features ten and fifteen minute segments of music or popular artists, with five minutes of news every hour on the hour.

Technique used for the show is what

(Continued on Page 31)



Warren Greenwood, disc spinner on "Platter Playhouse" aired over WHAV, Haverhill, Massachusetts.



Buzz Aston and Bill Sutherland, singer and announcer, on KDKA show, "Memory Time"



The Iron City Four.  
Bernie Markwell, Bo

# OLD SONGS ON BREWERY SHOW

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**AIR FAX:** Program featuring tunes from long ago piles up present day sales records for brewing company.

**First Broadcast:** 1944

**Broadcast Schedule:** Thursday, 7:30 P.M.

**Sponsor:** Pittsburgh Brewing Company  
**Station:** KDKA, Pittsburgh, Pa.

**Power:** 50,000 watts

**Population:** 1,094,060

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Old songs are the best songs, people often say. And people have said that so often that the Pittsburgh Brewing Company has attracted a wide circle of new customers by capitalizing on that theme with their radio offering, "Memory Time." With that show, they are selling a much larger quantity of Iron City Beer.

Their success story started back in 1944 when the company settled on a half-hour program of no-talgic, familiar music of the past. This was to become the keystone of its radio promotional effort.

To portray authentically the musical style of bygone days, a seven-piece Dixieland band was formed. It was brassy and loud and it played the kind of music that brought back memories of the Jazz Age. A popular Pittsburgh baritone with considerable stage experience served as male lead and master of ceremonies. A character songstress took care of the novelty numbers and, of course, a barbershop quartet was formed. The script, written in the style of early vaudeville shows, interlaced each song with references to memorable happenings in the era of its popularity.





Right: Dick Fischer,  
Fischer and Ray Griffin

Elaine Beverly, singer of novelty numbers,  
with popular baritone Buzz Aston

Even against top network competition, the show succeeded at the very beginning, though in a moderate fashion. That started its climb up the ladder of radio success. A year later it was moved to a stronger station, the 50,000-watter, KDKA in Pittsburgh, for even greater coverage.

Today, "Memory Time" reaches the greater part of three states, Ohio, Pennsylvania, and West Virginia, over a private network.

Some of the nine stations used to carry the program simultaneously with its 7:30 P.M., Thursday, Pittsburgh time; others transcribe it from the telephone lines for rebroadcast later the same evening.

Such a handmade network is a big advantage to the Pittsburgh Brewing Company. It offers the territorial beer advertiser an opportunity for getting complete coverage of his area at a moderate cost.

Talent rates, which include musicians and vocalists, are no higher for a hundred stations than for two under union rates. The only added costs for an additional station's use are those for the time period and for lines, so that frequently total charges are less than those incurred by sponsorship of the local program.

There are other obvious advantages, not the least of which is the uniform delivery of the sponsor's advertising message in all markets.

Consistent appeal of "Memory Time" to all types and varieties of listening groups has been evidenced in many ways. The series of broadcasts has maintained as high Hooperatings as all but the highest network musicals.

Final payoff comes in sales, and considerable sales, at that. Brewery officials attribute much of Iron City Beer's amazing sales gain recently to the radio program. In fact, several months in 1948 and 1949 have set new all-time records.

Both S. E. Cowell, president, and M. F. Haid, sales manager of Pittsburgh Brewing Company, have made effective use of the show as a sales weapon. One clever innovation has been their plan to have the sales force distribute tickets to the broadcast among customers. Each guest receives an advertising token as a souvenir.

Other radio media are used to boost sales. The company believes its newspaper tie-ins and radio spot announcements are contributing towards building a greater audience—which means, in turn, an upward trend in sales. Actual statistics are proving the truth of that contention. Today the Pittsburgh Brewing Company's sales are up while the national trend is down. "Memory Time" is given much of the credit for this sales condition.

Popularity of "Memory Time" was recently tested in Youngstown, Ohio, where

(Continued on Page 32)





## PROOF O' THE PUDDING

### WLAW Receives Billboard Public Service Award

"This is Greater Lawrence," the program sponsored by Pacific Mills and aired every Thursday evening at 7:15 over WLAW, Lawrence, Mass., has been awarded third place for outstanding public service in the Eleventh Annual radio and television promotion staged by Billboard magazine. The award was conferred in the category assigned to clear channel network affiliates.

Story of the prize winner was given featured play in the March issue of RADIO SHOWMANSHIP. The program, produced and directed by Frederick P. Laffey, goes out to the 150,000 residents of Lawrence, Methuen, Andover and North Andover. It has been planned to contribute to the welfare of those citizens. More than fifty representatives of diverse organizations in the area have appeared before the WLAW microphone to tell the stories of their groups to New England listeners. Purpose is to get all groups to understand each other.

So successful has the program been that it has been renewed for its second year on the air by Ernest D. Walen, Pacific's executive vice president.

### Counselor Marks Nine Years in Radio

"The Unseen Advisor" famed human relations counselor whose program is heard by thousands in the Philadelphia area, last week began his ninth year of broadcasting over station WIP, Philadelphia.

### WQXR Gets Three Renewals

General Foods Corporation has renewed its contract with WQXR calling for morning weather reports and spot announcements in the interest of Birds-Eye Frozen Orange Juice.

With the new contract, which starts May 2, commercial copy will plug Orange Juice for the duration of the eighteen-week contract. Although Birds-Eye has been a sponsor on WQXR since February, 1947, this is the first time the contract has run through the summer months.

Account was handled through Young and Rubicam, Inc.

Two other long term account renewals indicate General Foods Corporation's satisfaction with radio advertising over WQXR.

Maxwell House Coffee, sponsor of the "Dinner Concert" since 1941, has begun its ninth year with the same program, aired Mondays through Saturdays from 6:30 to 7 P.M.

The Yuban coffee contract, calling for a spot announcement campaign was signed for 52-weeks at the same time. These two accounts were placed through Benton and Bowles.

### Retail Program Runs Ten Years

A decade of good broadcasting has earned the National Retail Dry Goods Association Award for Distinctive Merit as an outstanding retail radio program for "Kitty Kay."

"Kitty Kay," produced over WRBL, Columbus, Georgia, is sponsored by a local department store. Running fifteen minutes daily, the show has been presented for the past three and a half years by Jean Peterson, the station's traffic director.

### Newscast Renewal

Kohler-McLister Paint Co., of Denver, have renewed their two five-minute newscasts each week which are aired over KOA at 10:30 P.M. on Tuesdays and Thursdays. They have added a third newscast on Mondays at 10:30 P.M. Agency was Arthur G. Rippey and Co., of Denver.

## **WMGM Cited for Promotion**

New York's WMGM for the third successive year has won Billboard Award for its radio promotion activities, getting the only citation made by Billboard in the non-network 50,000 watt category during the 11th Annual Promotion competitions.

WMGM promoted a week-long series of special shows featuring big names in radio. The campaign, spread out over six weeks, involved use of film trailers in Greater New York, transcribed musical jingles by Hollywood stars, and a heavy schedule of ads in daily and trade papers, as well as the use of match book and laundry shirtband ads.

●

## **WHAM Fashion Program Gets a Eighteenth Year Renewal**

Eighteen years is a long time in radio, but that is the renewal record piled up by "Sibley Tower Clock Time" daily fashion program broadcast every day over WHAM, Rochester, New York.

Featuring shopping hints, fashion news and music, the show has received another year's renewal for the eighteenth consecutive year by Sibley, Lindsay and Curr Co. Department Store.

Renewal was announced by William Fay, vice president of Stromberg-Carlson, owner and operator of the station.

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## **Chicago Emcee First In Popularity Poll**

Emcee of "Let's Have Fun," combined comedy and quiz show heard over WGN, Chicago, gets the last laugh when he receives an award from the University of Illinois Student Craftsmen club as the most popular radio emcee in Chicago. The show is heard weekdays from 12 to 12:30.

The Studio Craftsmen is a radio workshop group composed of students in the radio curriculum of the School of Journalism.

In the popularity poll, Hank Grant placed ahead of Don McNeill and Tommy Bartlett who were voted second and third place respectively.

## **Victor Sponsors Record Shows Twice Weekly on WQXR**

RCA Victor division of the Radio Corporation of America has renewed its contract with WQXR for fifty-two weeks, sponsoring two night-time programs weekly.

Renewal, handled through J. Walter Thompson Company, is for "The Showcase" on Tuesdays from 10:05 to 10:30 P.M. and on Thursdays from 10:05 to 10:30 P.M.

RCA Victor has been a WQXR sponsor since December, 1941. Their programs have always featured recordings recently released by RCA Victor. Latest innovation was "The Showcase" which headlined a weekly interview with one of artists recording for RCA Victor.

Policy of the company will be to continue to feature these recording artists and to present the latest works of those who are interviewed.

Commercials now stress recordings released by the company. Copy subsequently will include advertising for the new 45 R.P.M. records when they are placed on the market.

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## **Coupon Offer Gets Results**

Ed Wilson, popular emcee on KWK, St. Louis made one announcement on his 7:45 to 8:45 A.M. broadcast offering a coupon redeemable for one pint of Lubertone, a concentrated lubricant for fuel and oil.

Within a few hours after the offer was made, requests began pouring into KWK. A week after the initial offer, KWK had received 15,000 pieces of mail.

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## **Children's Show Renewed**

Airing of "Jump-Jump of Holiday House," a fifteen-minute children's program heard on KYW, Philadelphia, has been renewed for another 52-week contract by sponsors, N. Snellenburg and Co. Department Store of Philadelphia.

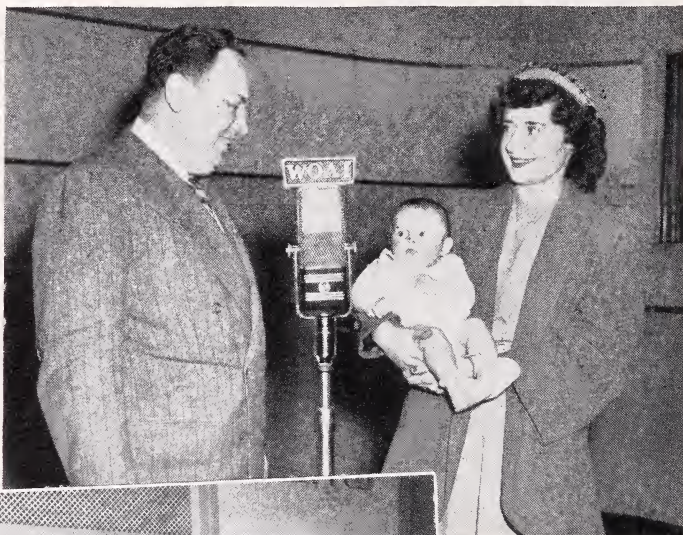
The show is a transcribed package scheduled for 9:15 A.M. each Saturday. Seberhagen, Inc., of Philadelphia handles the show.





# SHOWMANSCOOPS

If you have pictures of unusual and outstanding promotion and programming projects, send them to Showmanscoops, "Radio Showmanship" Magazine. The five best photos received each month will appear in this section.



Mrs. John Nash, Jr., San Antonio winner in Mrs. Tucker's Gold Rush contest gets congratulations from announcer Dick Perry during broadcast of "Mrs. Tucker's Smile Program" over WOAI, San Antonio, Texas. Mrs. Nash holds her 4½-month-old baby boy. She won a Waltham gold watch and a chance at \$1,000 grand prize



Clare Dolley, voted "Outstanding Amateur Radio Entertainer of 1948" by New England listeners as result of competition with 400 others on the "Opportunity Hour" sponsored by Curran and Joyce for eleven years over WLAW, Lawrence, Massachusetts, is shown with Terrence G. Tryon, treasurer of sponsoring company and Arthur Flynn, emcee. Miss Dolley won a New York trip for herself and companion as well as an audition for network appearance, in addition to trophy she is accepting to symbolize her victory



Allied Florists of Greater Philadelphia enlisted aid of local disc jockeys to promote sale of green carnations on St. Patrick's Day. Shown is Eleanor O'Donnell, presenting bouquet to Hal Moore, of WCAU



Station WEBR, Buffalo, gets on-the-scene coverage of People vs. Frank Johnston, who was named local Pyramid Club founder. Picture shows Johnston at the WEBR microphone with Clare Allen, station announcer. Allen and Bob Dambach (not shown) brought their blow-by-blow account to WEBR listeners direct from the courtroom where Johnston was charged with "advertising a lottery"



Tom Dailey, personality boy who sparks the "Tom Dailey Show" question - and - answer program for school-age youngsters, is shown with his assistant, Ann Scott, in the process of getting answers to some of the questions sent in to KWK, St. Louis, from which the program originates



## SHOWMANSHIP IN ACTION

### Listener-Response Card Can Help All Stations

Acknowledging letters, suggestions, calls and comments from listeners often makes a big job for radio station personnel.

So station KVOO, Tulsa, Oklahoma put on its thinking cap and came up with an attractive, inexpensive listener-response card that would serve just such a purpose.

Front of the card is illustrated with pictures of the KVOO home together with a letter answering the listener.

Back of the card shows a skyline scene of Tulsa's business section with comment on resources of the "oil capital of the world."

Plan boosts KVOO, Tulsa, and makes for happy listeners. KVOO offers the idea to any station who would like to use it. All that is necessary is a letter requesting a sample card from William B. Way, KVOO general manager.

### KFH Plans Ahead For Football Schedule

In Wichita, Kansas, station KFH has its radio eye on the football season already. The schedule they will air will be determined by votes received from listeners.

The station ran ads in local papers and distributed reprints to sporting goods stores and country clubs requesting listeners to name games they want to hear next fall. Those who voted were also offered the chance to guess results of the balloting. Closest guess will win two free tickets to each game broadcast by the station from September 24 to November 24.

Until now, one thousand votes have been received.

### Disc Jockey Aids Amateur Song Writers

Amateur song writers are getting a helping hand from Ranny Weeks, disc jockey on the noontime "Record Rack" show broadcast over WCOP, Boston.

Along with Hub orchestra leader, Weeks is offering time on his show for submission of original songs written by his listeners which he will play on the piano daily during the radio show.

The outstanding song of the week will be repeated each Friday with an interview with the writer. A record of the "song of the month" will be presented to the song judged best during that period. On May 30, the best of all the songs submitted will be selected and published by BMI.

Judges include Larry Green, Victor recording artist; Anthony Bonner, composer of the Hasty Pudding Club music at Harvard, Harry Marshard, Boston orchestra leader; and Arthur Fiedler, conductor of the Boston Pops Orchestra.

### Bargain Show Planned To Boost Sales

To help boost business in the Los Angeles area, station KMPC has launched a new show "Bargain Broadcast" to be aired Monday through Friday from 9:15 to 9:30 A.M.

According to retailers' demands for a show that would "result in dollar sales five minutes after the show goes off the air," KMPC organized a research department which uncovered legitimate "bargains" in local shops. These "bargains" are certified by KMPC to be "buyers' mistakes"—overstocking of high quality items through errors in buying judgment.

Each item advertised will be announced as "news" so all advertisers' copy must conform to standardized form of presentation. By eliminating high pressure salesmanship, KMPC hopes to build listener confidence along with its audience.

The station is writing contracts containing short cancellation clauses so advertisers need not use the program unless they have overstocked high quality merchandise.



## WLAW Stars Talented Mother-Daughter Team

Both talent and beauty as well as charm have been duplicated in a mother and



Irene and Joyce Dugan

daughter team of entertainers whose show is heard over WLAW, Lawrence, Mass.

Irene Dugan and her daughter, Joyce, are featured soloists on "Stargazers" a weekly show.

## WIP First to Air PUC Hearings

Radio made another "first" in Philadelphia when station WIP made an exclusive broadcast of the internal working of a Public Utilities hearing recently.

A Special Events crew, headed by Sam Serota, WIP Special Events Director, set up equipment to cover PUC hearings in Common Pleas Court at City Hall and get complete testimony involved in the local transportation company's hearing for an emergency fare rise.

Microphones were placed on the judge's bench, before the examiner who conducted the hearing, at the witness box and before the rostrum used by counsel.

A traveling microphone was used for comment by Serota and to pick up background color.

## WOL Sparks Boys Club Drive

In announcing that his Police Boys Club campaign had exceeded its \$225,000 1949 goal by \$31,000, Washington's Police Commissioner Robert J. Barrett gave WOL, Washington credit for providing the principal promotional effort of the drive.

WOL conceived and produced, with the cooperation of the *Washington Times-Herald*, an all-star variety show headlined by Hoagy Carmichael and Al Donahue.

## Streamers Plug Broadcasts About Druggists' Services

Window streamers plugging a series of broadcasts on station WMAQ and WMAQ-FM, Chicago, have been distributed to all independent and chain drug stores in the Chicago area.

Titled "A Day in the Life of Your Neighborhood Druggist" the series will highlight the community health services performed by druggists. Part of the "It's Your Life" program, broadcast five times weekly at 11:45 A.M., CST, the show is sponsored by Johnson and Johnson, manufacturer of medical supplies.

## KGO Appeal Helps Save Boy's Life

One spot announcement — broadcast over KGO, San Francisco — helped save the life of a seriously-wounded El Cerrito Boy Scout recently.

Within half an hour after an emergency appeal for blood donors was aired that Friday afternoon at 5 P.M., Oakland's Permanente Foundation Hospital received one hundred calls from listeners anxious to give their blood to aid the twelve-year-old-boy recover from gunshot wounds received in an accidental shooting. By the following morning the boy's condition had improved.

First news of the emergency appeal for blood was relayed to KGO continuity acceptance and announcer Tommy Greenhow ten minutes before the announcement was aired.

## Talent Show Has New Twist

A talent discovery show with a new twist is starting on WDRC, Hartford. Twist in format is that no specific time period is set aside for the discovery. Better still, the discovery will be all over the dial on local shows with transcribed numbers. Each discovery will have a week's play and build-up on the station.





## AIRING THE NEW

### WNAX "Plans for Better Living"

A new series planned to help farm families improve their homes and surroundings has begun on station WNAX, Yankton-Sioux City. At the same time the station hopes to promote its own Farmstead Improvement program.

"Planning for Better Living" is being prepared under the direction of WNAX Farm Service Director Chris Mack, with the cooperation of the State College Agricultural Extension services of Nebraska, Iowa, Minnesota and the Dakotas. Guest experts and dramatizations will give practical suggestions about landscaping farmsteads, arranging farm buildings and remodeling homes.

Commercials will encourage farmers to enter the Farmstead Improvement program, a three-year public service campaign in which merchandise prizes are awarded to state and county winners in the five-state WNAX area on the basis of improvements made.

### Religion and Week's News

New show "Religious Headlines" being aired every Sunday morning at 9:45 over KGO, San Francisco, is highlighting the religious significance of the week's news.

Presented by KGO in cooperation with the Northern California Council of Churches, the program features Reverend Henry Adams of the San Francisco Theological Seminary in a weekly discussion of current events from the non-sectarian viewpoint.

Scripts are prepared by Reverend Adams; they are edited and produced by the KGO news staff.

### WIP Series on V.D. Evil

Department of Public Health, the Philadelphia County Medical Society, and the medical office of the Fourth Naval District take a well-aimed crack at banishing venereal disease with a new series of programs broadcast each Thursday at 8:30 P.M. over WIP.

"The Doctor Looks at V.D." highlights dramatizations of the health evil, documentaries, and tape-recorded interviews with bona fide cases now patients in local hospitals. Screen and radio stars are presented in dramatizations portraying the problem.

Scripts are designed especially to be used as medium for finding new cases. Material is directed at the person who has reason to suspect infection and urges immediate medical or clinical inspection.

### KQW Show Informs Stamp Collectors

Stamp collectors are having new light shed on their hobby with a new Sunday morning show on San Francisco's KQW.

"Kilpatrick's Stamp Man" is the name of the show that features Albert Henry, owner of a philatelic lobby in San Francisco's Palace Hotel. Henry highlights a "Stamp Story of The Week" along with his presentation of follow-ups on foreign stamps, background stories of old stamps and issue dates of new ones. Bulletins on U.S. stamps are also announced.

Kilpatrick's Bakery is sponsor of the show.

### Denver Interview Show

Marcus Motors, Inc., of Denver, Studebaker dealers and distributors, have signed a 26-week contract to sponsor "Who's in Denver?" aired over KOA every Wednesday from 6:45 to 7 P.M.

Broadcasts will originate from the lobby of the Brown Palace Hotel in downtown Denver. Bill Ballance will emcee the interview-type show, featuring celebrities and world-travelers visiting in Denver.

## **WEW Plans Educational Shows**

Boys and girls in the St. Louis school system will be getting a variety of educational programs with the six new weekly shows just started by WEW in cooperation with the St. Louis Board of Education.

Created and produced for use in grades one through eight, they are: Monday—"Books Through Adventure"—dramatization of books for children, transcribed by Junior League of America; Tuesday—"Science For You"—directions for actual science experiments; Wednesday—"Constitution of Missouri"—dramas, discussions and queries on constitution making; Thursday—"Stories, Old and New"—stories presented in cooperation with Public Library; Friday—"Music For You," lives and compositions of widely-known composers; and Tuesday—"Your United Nations"—meaning and workings of United Nations.

## **WSB Program Stars French Celebrities**

"Two Americans in Paris" is the title of the new transcribed series which has started weekly over WSB, Atlanta.

Recorded in the French Broadcasting Studios in Paris, the show features Bob Pollack, former WSB announcer and his wife, Mike.

In their first presentation the couple introduced the noted designer Christian Dior, originator of the "new look." Other French personalities will be interviewed on future shows.

## **Career Clinic Aired To Help Students**

Originating from WKBN, Youngstown, is a new series which is designed to help students decide upon a suitable career.

"Career Clinic" is aired each Saturday morning at 10:30 and features a guest speaker who summarizes the highspots in his profession to the student body of the school where the program originates.

Students cooperate with program director Baldwin Harper and sportscaster Don Gardner of WKBN to produce the program.

## **Choral Groups Get Spotlight**

Outstanding choral groups of the Midwest are making guest appearances on a new series of Saturday afternoon musical program being broadcast each week from 1:30 to 2 P.M. over WGN, Chicago.

"Chicagoland Sings" has already spotlighted Southern Illinois University a capella choir and madrigal singers under the direction of F. V. Wakeland, associate professor of music at Southern Illinois.

Among other educational institutions to appear are Illinois Wesleyans, Bradley University, North Park College, Grinnell College and Concordia College.

Lewis James, director of WGN vocal auditions, will direct the "Chicagoland Sings" series.

## **Training Camp News**

Using a novel twist to bring capital baseball fans latest news of the Washington Senators, spring-training in Orlando, Fla., WOL, Washington sports director Bill Brundige is featuring two-way telephone conversations with coaches and players on his nightly 6 o'clock sportscasts.

The two-way long-distance interviews are tape-recorded just before air-time so that Washington fans really get on-the-spot training camp news.

## **KMPC Contracts for New Show**

Initial sponsor on the "Lois January Show" broadcast over KMPC, Los Angeles, is the Automatic Laundry Association.

Scheduled for Monday through Friday airing from the 2:30 to 3 P.M. period, the advertiser's contract was handled by the C. B. Juneau agency.

## **WFIL Offers "Musical Cocktail"**

"Musical Cocktail" is the new show being served listeners to WFIL, Philadelphia.

Program, aired Mondays through Saturdays from 11:15 to 11:30 P.M. under sponsorship of Spatola Wines, features recorded South American and string band music.

## KILO Workers Stay Warm Despite Freezing Spell

Mercury readings that registered 25 below zero didn't daunt the spirits of workers on "Man on the Street" program of KILO, Grand Forks, North Dakota.

Instead the show came up with a twist that warmed announcers as well as spectators. The station ran an electric line to the intersection where the show originates and set up a range and several heaters. Announcer Jim Hutton queried participants with his collar open and went minus a coat while Jeannine Peterson of the promotion department displayed bare arms and short sleeves to prove it's all a question of mind over matter—or mercury.

## Classical Music Highlights Show

Radio listeners in the Philadelphia area who have been hoping for more "longhair" programs to help balance their musical diets which they feel contain too much be-bop can look forward to a new show being broadcast over WFIL, Philadelphia.

Titled "Music When You Want It," the show featuring the finest classical music on RCA-Victor records, will be aired on a Monday-through-Friday schedule from 11:30 P.M. to midnight.

## Zoo Events Make News On New WFIL Program

A Saturday afternoon show calculated to appeal to children and adults alike is making its bow on WFIL, Philadelphia.

Titled "It's Happening at the Zoo" the fifteen-minute studio show will start at 1:15. Narrator Freeman Shelly, director of the Philadelphia Zoological Gardens, will discuss the current doings of the animal inhabitants and will delve into the history of the zoo.

The weekly program is being presented in connection with the gardens' diamond jubilee observance.

## Concert Band Aired on WGN

Dr. Frank Simon, concert cornetist, and his 65-piece band are being heard in a new series on WGN, Chicago, of weekly broadcasts.

Aired from 1 to 1:30 P.M., the programs will feature each week two instrumentalists specially chosen from among thousands of members of the nation's high school bands.

Broadcasts are being presented by Dr. Simon in cooperation with the National School Band Clinic who will select the two guest soloists each week.

## TALENT PROGRAM (Continued from Page 7)

youngsters who range from the tiniest tots to those as grown-up as eighteen years of age are auditioned by the emcee, "Uncle Nate." Each show presents twenty individual acts.

Another selling point of the "Stars of Tomorrow" show is the air-time for which it is scheduled. Saturday morning has been proved the ideal time for the program in view of the great number of school children participating.

"Stars of Tomorrow" is also scheduled for an advantageous spot. Preceding the show is a KEX release, "Toyland Tunes," a half-hour show from 9:30 to 10 A.M. which features recordings for children. It is a good program to catch the youthful audience for the Star Furniture production. Following the show is the ABC "Metro-

politan Opera" hour at 11 A.M. immediately following the children's show. Benefits derived from the time slot are really self-explanatory.

A long record of good, healthy entertainment has made the "Stars of Tomorrow" show one which brings in the high audience interest. During the war, the show was conducted at the Portland Service Men's Center because its youthful exuberance appealed so much to the GI's.

Twenty years is a long time to keep interest centered on a radio program and maintain sales of the sponsor's product. But with ingenuity, planning and the kind of entertainment that keeps an audience with its ear to the radio, "Stars of Tomorrow" has accomplished just that.





## CONTESTS

### Sports Knowledge May Mean Vacation

Just a little know-who—and-what may win an all-expense paid vacation week for some listener to WMT, Cedar Rapids, Iowa.

Station sports director Tait Cummins is conducting his annual "Vacation Contest" which will net the winner one week at Lake Birch Camp in Minnesota with transportation costs footed by Shell Oil Co., Cummins' sponsor.

All the winning contestant has to do is identify the four finalists in state high school basketball tournament in correct order, plus the total number of points scored in the final night of action.

●

### WLAW Launches Photo Contest

William H. Ridings, newspaper columnist who assumes the part of "Trapper Bill" on "Rod and Gun Club" aired every Tuesday night over WLAW, Lawrence, is launching a photograph contest for camera-conscious listeners.

On May 30, Ridings will present a number of useful and attractive prizes for the best pictures of outdoor life that are submitted.

Birds, beasts, scenery and other symbols of nature will comprise subjects. The competition will be open to everyone regardless of age.

●

### KNX Gets New Spot Account

The Modglin Company, makers of Perma-Broom, have purchased a nine-week participation on the KNX, Los Angeles "Housewives' Protective League—Sunrise Salute." W. Earl Bothwell was the account agency for the sale.

## FOOD FIRMS (Continued from Page 3)

Brand Syrup, Crackin' Good, and Oakite. New York sponsors include Hellmann's Mayonnaise, Two-in-One Shoe Polishes, Presto Cake Flour, X-Pert Mixes, Nucoa, and Brill's Spaghetti Sauce.

Other sponsors include Joan of Arc Kidney Beans, Illinois; Mrs. Grass' Noodle Soup and Simoniz in Chicago; Underwood Deviled Ham in Massachusetts; and Seaside Lima Beans from California.

Of this list, ten sponsors began radio advertising on the "Kitchen Kapers" program. Only three use other radio advertising and that is done outside the city. All sponsors show increase in business laid directly to "Kitchen Kapers" air time.

Reaching a specific audience is just what the show does. Even air time is scheduled to catch the listening ear of the homemaking-conscious listener. Preceding "Kitchen Kapers" is "Terminal Topics," a question and answer show originating from the Reading Terminal Market, one of the largest and most varied food centers in Philadelphia. Following "Kitchen Kapers" is Victor H. Lindlahr who gives timely hints on food and calories.

Program costs involved in the show are well spent when the benefits to the sponsors are evaluated. Aside from air time, program costs include talent, cost of transporting the program to an outside location once weekly and mobile unity involved in this move.

Then there are the sponsor's products which are distributed at the weekly "Kitchen Kapers" luncheon broadcast which has hundreds of women clamoring for tickets. Finally, studio displays featuring the sponsors' merchandise are set up at WIP.

"Kitchen Kapers" also has an independent Merchandise Manager, Robert McKenna, whose job is to convince sponsors to advertise the program in their merchandising advertisements.

"Kitchen Kapers" concentrates on recipes. Actually, the show itself has dreamed up the perfect recipe for a fool-proof radio show—the kind of radio show which wins applause from sponsors as well as listeners.



## JOHNNY ON THE SPOT

### Four Sponsors Take Spots on KMPC

Four sponsors have contracted for participation spots on "Bargain Broadcast," new feature over station KMPC, Los Angeles, Monday through Friday. Signed up on a thirteen-week basis are: Los Angeles Furniture Company, Town Shops, United Mattress Company and Leigh H. Railsback magazine (*Life, Time, Coronet*) promotion.

### Auto Firm Buys Station Break Time

The Kaiser-Frazer Corporation has purchased a series of six weekly chain break announcements on KNX, Los Angeles, which will run from beginning of April until July 30.

Radio Sales, Chicago, represented KNX in the sale, which was placed through Morris F. Swaney Agency, Chicago.

### Anti-Contest Contest Is "Yawn Patrol" Feature

A new take-off on the old "I like blank because" is sparking the new contest being featured on Alan Cummings' "Yawn Patrol" heard over WWDC, Washington.

This time the big grand prize award goes to the best letter of fifty words or less on "I hate contests because . . ."

Participant who finishes the sentence to the greatest satisfaction of the emcee of the all-night show will get the grand prize of—one box top.

### WMAQ Signs for Spot Messages

New business totaling 170 station breaks and twenty-eight one-minute announcements from eight clients marked a brisk commercial period for station WMAQ, Chicago.

Sinclair Refining Corporation, through the Hixon-O'Donnell agency, contracted for three station breaks weekly for eight weeks. A total of forty station breaks was ordered by the Barbasol Company through Erwin Wasey and Co., Ltd., to be aired five times weekly for eight weeks.

Bell and Howell Company (cameras and supplies), through Henri, Hurst and McDonald, Inc., contracted for one station break each week for twenty-six weeks.

For Magic Scouring Pads, the SOS Company ordered three station breaks per week for thirteen weeks. Order was placed through McCann Erickson, Inc.

The Cleveland Cleaner and Paste Company (Walvet cleaner), through Bayless-Kerr Company, contracted for two station breaks weekly for four weeks. Three station breaks and two one-minute announcements were ordered by the Hudson Motor Car Company through Brooke, Smith, French and Dorrance.

The National Red Cherry Institute, through Western Advertising Agency, ordered one-minute announcements to be aired five times weekly for four weeks on the "Early Bird" program which is broadcast six times a week at 5:30 A.M. CST.

Capper Publications through the Buchen Company, ordered three one-minute announcements each week for two weeks on the "Early Bird" program.

### Tri-Weekly Messages Set

A series of three weekly spot announcements on KNX, Los Angeles, had been purchased by the Stationer's Corporation.

Contract for the next fifty-two weeks was signed through the Western Advertising Agency, Incorporated, Los Angeles.

## JUVENILE SHOW

(Continued from Page 5)

prejudices and the forms it takes, youngsters taking part were from neighborhoods where tension is high over racial and religious differences. Settlement house children were chosen from a broadcast on "what it means to be poor" and children from the Lighthouse for the Blind talked about blindness.

In the broadcast about God, Miss Parkhurst tried to select children reared in diverse religious backgrounds as well as a child whose parents had no church affiliation at all.

Although the purpose of the broadcast is to educate adults, the youngsters themselves get a great deal of personal satisfaction out of their part.

Once the boys and girls have been on a show, they listen to all the rest of the airings even though some of them are forced to tune in under the bedcovers. Many of them call Miss Parkhurst the day after the broadcast and give her their opinions. One youngster said, "Your voice is very good and you certainly stuck your point."

Youngsters who have problems which they have kept bottled up are often helped by participating in discussions and telling about their experiences. Their families notice immediate changes in their behavior after they have discussed what has bothered them.

Not all broadcasts end in sweetness and light. In the show about prejudice which has been commended by the anti-discrimination groups, some of the children had prejudices against other persons of different religions and color. As a result of the broadcast, the boys who had displayed unsociable prejudices were contacted by youth workers and persuaded to join a boys' club where all boys are admitted regardless of race and creed.

Some of the children who have taken part in the broadcasts have formed a Child's World Club. They meet with Miss Parkhurst and suggest topics which they think she ought to discuss with other children and tell her the problems which they think should be considered under each topic.

Parents of these so-called guinea pig

youngsters, although reluctant at first to have their children spend so much time away from lessons and play, now are reporting much better relations with these children at home. Now, whenever a problem arises in their family or in the family of friends, they send the youngsters over to Miss Parkhurst to thresh it out with her.

Dr. Leonard Doob, psychologist at Yale University, and author of "Public Opinion and Propaganda," is now the consulting psychologist on the program. He is consulted on each recording and outlines the introduction for the program which is elaborated on by George Hicks, ABC commentator.

Television programs have also been scheduled by the "Child's World" show since November 1, 1948. These, too, are set at peak listening times for an adult audience, every Wednesday night from 7:15 to 7:30. Television groups are usually drawn from children who have made recordings for the broadcast series.

Promotion of the series has depended mainly upon placement of publicity and on spot announcements.

In addition to the other awards presented to the program, "Child's World" has been cited as the outstanding program of the year by Paul Denis and Harriet Van Horne of the *New York Post* and the *New York World-Telegram*.

## ESSO SHOW (Continued from Page 8)

In addition to parading the "giant mike" throughout the Wayne area, KYW originated the 12 noon and 6 P. M. broadcasts direct from the service station as part of the opening ceremonies.

Present at the opening were merchandising and sales executives of Esso Standard Oil and Westinghouse-KYW.

Everyone in the Philadelphia area will be getting a good look at the promotion gimmick. They are sure to become Esso-conscious and that's what sponsors want.

Seventy-seven other Esso stations throughout the KYW listening area are being visited by the "giant mike." Riding in the Jeepster on every visit it makes is a member of the KYW staff who personally contacts the proprietor of each station.



The KYW representative provides each station proprietor with window cards and promotion leaflets to be distributed by him to his customers.

Idea of the touring "giant mike" was conceived by Robert E. White, general manager of KYW.

But KYW isn't stopping with the Esso gimmick. When the Esso tie-in is completed, according to White, the station intends to cover locations of other local advertisers.

A topflight formula to achieve sponsor success is imaginative promotion. In the Esso-microphone gimmick, Philadelphia's KYW is getting the correct answers.

## RESULTS FROM SPOTS

(Continued from Page 11)

appear. But, unless the name is sufficient to command attention, it is felt that the local analysis feature holds more appeal. However, Hill and Smith have had exceptional ability to dig up good "names" and on an average of three out of five shows there will be an interview.

The show opens with the musical theme of Columbia University's "Roar, Lion Roar" and the announcer's opening line is always, "Good evening, sports fans, and how are you tonight?"

Three commercials are used, the opening commercial of one minute and the other two of forty-five seconds. The opening commercial always carries a pitch, usually quotes price and is always used to springboard the biggest sales news the B. F. Goodrich stores may have. The other two commercials are used to call attention to the first.

At first, the store tried a variety of items in its commercials, but in recent months has adopted the policy of mentioning not more than two items. One is preferable.

Originally the show was undertaken as a good-will builder, but its obvious pulling power has made it an important direct sales force. Although Walter Wallace, the Goodrich representative, does not attempt to pin-point sales results from this program, he says that the constant reference he hears to the show from customers convinces him

that it does a direct selling job as well as build good will.

Excellency of the show is attested to by the fact that it has twice won awards from the Salt Lake Advertising Club for the best radio sports show, even though it has always been entered in competition with play-by-play events. In 1947 the program won the Advertising Club's silver medal for excellence in the sports field, and in 1948 won the gold medal. Network officials and NAB officials have been the judges.

B. F. Goodrich Company uses newspaper advertising, but does not support its radio program with it. It has felt that the program has had such popular acceptance that this type of support has not been necessary. However, KDYL provides the store with window cards on the program and of course the Advertising Club awards occupy prominent positions on the cards.

Since beginning the program, the sponsor has not gone into spot promotion on the radio, but in February, found a remarkable tie-up between his radio show and his new show on KDYL-TV "The Sports Window." The television show, which is released Thursday evenings, is built around Jerry Hill and invited guests. Here, the store and station have found a powerful force for concentrating attention on both programs. The radio program always mentions The Goodrich television show and the television show always refers to the radio show.

While the radio program has been designed as a good-will builder, the television show is designed to move goods—and a careful check has been kept on results.

Wallace feels that the B. F. Goodrich Company television and radio shows are perfect complements for each other and that he has found here a highly successful application of AM and TV advertising principles in a local market. It takes them both to do a job.

## MOTOR FIRM (Cont'd from Page 14)

If no one wins on a show, the award list is added to and the clue is carried over to the next show, or until someone wins. Clues have run for as long as three weeks, building up some large prize lists.

Two regular commercial announcements are inserted during the period of each show.

Little or no newspaper paid publicity has been needed to spark the show. The only advertising done was at the beginning of the show series and consisted of inserts in the ads of the sponsor. Actual opening of the program was preceded by a one-week teaser campaign which informed audiences that, if they could "Find That Ford" they would be on the receiving end of a wonderful list of prizes.

Good publicity for the show came with the action of a local columnist. Listening to the show one day, he solved the clue and printed it in his column. Ever since that date, he receives numerous phone calls asking where one can "Find That Ford." As soon as he deciphers the new set of clues, he prints the answer in his column.

Broadcast time for the show is good. Aired Monday, Wednesday and Friday from 7:30 to 7:45 P.M., it catches the car-owner at home and tuned in to the radio.

Prizes are of the variety found valuable by every motorist. One list of jackpot awards included a combination fire extinguisher and tire inflator, a set of door vent shades, a set of fog lights to make night driving safer and a Ford Dynamatic horn.

To get the jackpot all the individual telephoned must do is take the clues given in the music and sentence offered by the announcer and from them decipher the location of the elusive Ford.

A good program format which capitalizes on the current quiz-consciousness of radio fans is one reason the Lewis Motor Company in Savannah is getting results in the form of increased sales. Another reason sales are climbing is that the body of the show itself, outside the regular commercial message, relies on merchandise and services the sponsor offers.

"Find That Ford" makes sure the uses of automobile products are continuously being emphasized on the show. That is the secret of its success.

there is the thoroughly professional manner in which Greenwood conducts his daily spinning stint. His carefully chosen records and transcriptions, in fifteen minute segments, are a studied blending of all types of music to appeal to all age groups.

Another quality which stands out is Greenwood's ability to steer clear of the customary cliches and too-clever chatter which many platter-servers are too prone to lean upon heavily.

Secret of the show lies, then, in good music and a minimum of chatter despite a large amount of commercial time.

Program is blocked and sold in five minute news segments, ten and fifteen music segments. Of the fifteen hours of salable time on the show each week more than ten of them had been commercial by the time the show was on the air two months.

Sponsors include A. DiTomaso, Jeweler; Hotel Angle; Gerros Men's Shop; Canobie Lake Amusement Park; Fulton Fish Market; Massachusetts Northeastern Transportation Company; Orange-All Beverage; W. H. Cranton Appliance Company; Sheehan Package Store; Richards Dress Store; Wm. Franklin Heating Company; G. M. Earl Heating Corporation.

All the commercials are ad lib and the sponsors report excellent results. All of them are more than pleased. They *know* their commercial messages are being heard by a large radio audience when a great number of their customers come into their stores and say that Warren Greenwood sent them in.

Greenwood doesn't stick to the routine disc spinner's formula. He has conjured up a public service angle, too. Along with commercials and musical offerings, Greenwood intersperses reports on road and highway conditions for truckers and travelers, weather reports and beach and tide reports.

Costs involved in producing the show are slight. As far as promotion goes, the program has been its own best advertiser. Before the show was aired, plenty of promotional announcements were run on the show. Newspaper space was purchased to aid further in the campaign for listeners.

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## AD-LIBS (Continued from Page 15)

makes it outstanding as an example of a good disc spinning program. First of all

Greenwood was sure if he got people to tune in to the "Platter Playhouse" once they would become regular listeners. That is just what happened.

Since no mail pull is called for the only measure of success that can be applied to the show is in the sponsors' feeling toward how it has boosted merchandise or service

sales. The fact that in that first two months so many hours of time were sold is a positive indication of the sponsors' satisfaction.

Program is preceded and followed by straight musical feature shows five days a week. And five days a week, "Platter Playhouse" is top-notch daily entertainment skillfully handled.

## OLD SONGS

(Continued from Page 17)

a local station had been carrying the program for several months Stanbaugh Auditorium was rented, tickets were distributed throughout the trade and the entire cast was transported from Pittsburgh. An audience of 2,500 filled the auditorium and spent the next hour recalling the music of another day—the kind of music which has given "Memory Time" such a high popularity rating with all who come within its listening scope.

When it comes to the format of the show, "Memory Time" is still essentially the same in character as when it began, although some added variety has been assumed in the past few years.

The original orchestra has grown to eighteen pieces under the direction of Maestro Al Marisco. Yet the original Ragtime Seven has been retained as a unit and they are frequently featured.

Still intact also is the barbershop quartet. And that Iron City Four is still an acknowledged leader among the harmony lovers in the district.

Buzz Aston, rated Pittsburgh's top popular baritone, carries much of the show with his songs and deft patter with Bill Sutherland, commercial announcer and co-emcee on the other end of the conversational line.

Florence Berg, lyric soprano, handles the ballads of the Jenny Lind type, while petite Elaine Beverly adds a spirited spark with her unusual interpretations of novelty numbers. The styles of these soloists are their own, but they are diverse enough to answer, and answer well, the varied demands of listeners' fancies.

One interesting situation to be noted is that listener response to the broadcasts increased sizeably when the musical ar-

rangements departed from the strictly old-style routine. Listeners evidently like the old songs, but their ears have been turned to modern harmonies and effects, so that too great a dose of the simple 1920 musical rhythms is hard to swallow. Listeners seem much happier with a combination of the two.

Chauncey Lively, "Memory Time's" exclusive arranger, blends the old and the new in fine balance. The songs themselves are never high hat. "Stardust" and "Song of India" are as heavy songs as are heard on the show. Tunes like "Skip to My Lou" or "Clementine" are likely to be featured favorites on any one of the Thursday shows.

Internal organization of the show often covers a week's work for the advertising agency. One program's songs are selected at a two-hour meeting each Monday afternoon. All of the principals in the show are in attendance. The arranger keeps his musical score prepared three weeks in advance.

Preparation of the weekly script itself requires two days, including research time. All vocalists, plus director and arranger, get together each Tuesday night for separate rehearsal. Orchestra numbers are rehearsed from 3 to 4 P.M. Thursday afternoon and at 5 P.M. vocals and instrumental backgrounds are combined. Dress rehearsal comes at 6:30 P.M. for timing, then brushing up and final revisions, and at 7:30 the show goes on the air.

A lot of work and time and effort go into producing "Memory Time." But it's all worth it when value to the sponsor, in terms of a rising sales record, is estimated. And "Memory Time" has piled up just such a record for its sponsors, The Pittsburgh Brewing Company.



# 1001

## RADIO PROGRAMS



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# S Showmanship



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**Editor** Sol Shulman  
**Managing Editor** Muriel Fried  
**Assistant Editor** Diana Lemonoff  
**West Coast Manager** William Cox

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JUNE 1949

Vol. 10, No. 6

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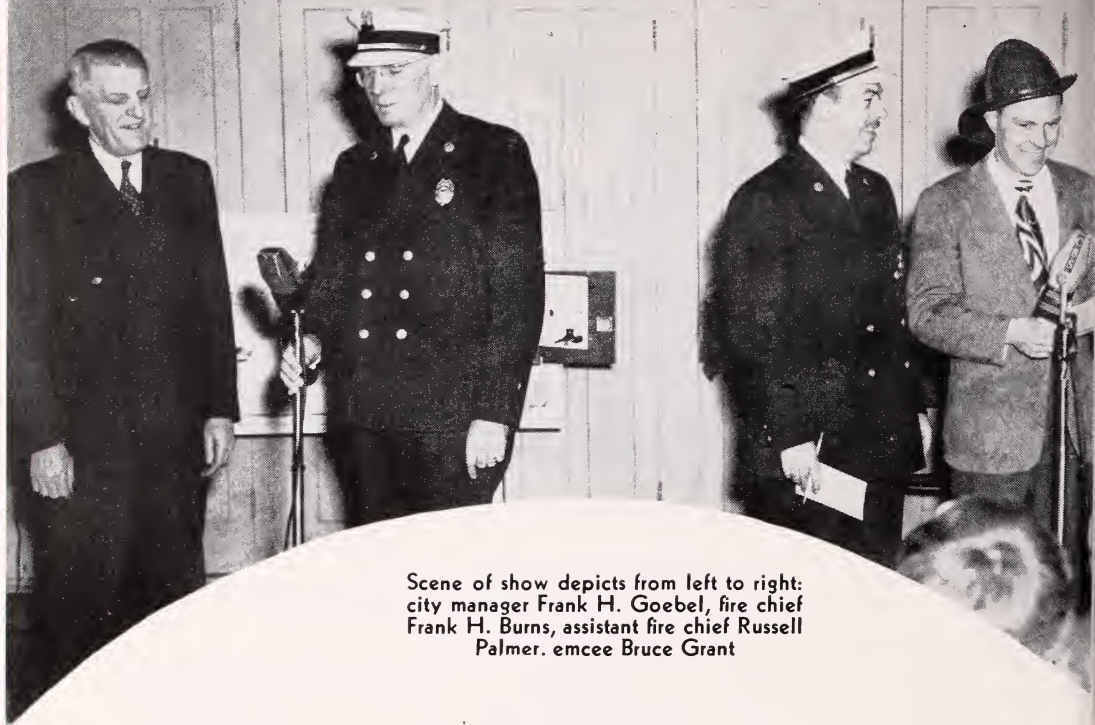
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Scene of show depicts from left to right: city manager Frank H. Goebel, fire chief Frank H. Burns, assistant fire chief Russell Palmer, emcee Bruce Grant

# FIREFIGHTERS

"This is the sort of Fire Prevention Program we've been looking for for twenty years!" exclaimed Fire Chief Frank H. Burns of the Grand Rapids Fire Department, when radio station WJEF decided to go "all out" on a year-round fire prevention program plan.

Good as this fire prevention broadcast is, it does even more than teach listeners how to avoid this hazard—it entertains, and it sells its sponsor's product. The show is sponsored Monday through Friday at 5:15 P. M. by Peter Eckrich & Sons, Inc., makers of Fine Frankfurts, Luncheon Meats and Roasted Sausage. The program itself is a transcribed package entitled "Firefighters." Its entertainment value makes it a Grand Rapids favorite all week, and on Saturday a plus value is added by station WJEF.

---

**AIR FAX:** Sponsor's weekly promotion increases popularity and effectiveness of sponsor's daily show.

**Broadcast Schedule:** Monday through Friday, 5:15 P. M., Saturday, 10 A. M.

**Sponsor:** Peter Eckrich & Sons, Inc.

**Station:** WJEF Grand Rapids, Michigan

**Power:** 250 watts

**Population:** 164,300

---

Every Saturday morning at ten o'clock WJEF produces a live half-hour show in the dormitory of the city's Fire House Number One. Children are invited to Fire House One to be the guests of the Grand Rapids Fire Department! Fire-



men's beds are pushed back, chairs are moved in, WJEF remote equipment is set up, and the show is on the air.

Children adore the atmosphere, and they pour in week after week to take part in the festivities. There are several parts to the morning's program, and each is a device sure to delight the heart of any child.

A Fire Prevention Quiz is staged, and it pays off in prizes that range from miniature fire trucks to a ride in the Fire Chief's own bright red car. Following the radio show comes a free movie shown right in the firemen's dormitory. After the movie, firemen put on a practical demonstration of the fire-fighting equipment while the boys and girls enjoy a free treat of candy and ice cream.

Bruce Grant, WJEF chief announcer, is master-of-ceremonies, and production of

WJEF's planned weekly entertainment is a valuable addition to the daily transcriptions presented by Eckrich & Sons. "Firefighters" keeps Eckrich's name before the public all week, and especially before the juvenile crowd. The moppets like the program, and they like the frankfurters and tasty meats its sponsor makes. When the big climax arrives at the end of every week, when they visit the fire station dormitory, and when they take part in a radio show, see a movie, and eat ice cream—the sponsor and the station become dear to their hearts.

Saturday's weekly entertainment which WJEF runs accomplishes at least three important things: it sells plenty of the sponsor's product, it teaches fire prevention facts to children, and it does a great entertainment job.

This tie-in between WJEF and Peter

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# SHOW ON WJEF

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the big party is handled by Don Richardson, WJEF Chief of Continuity.

Important personalities in the show are Chief Frank H. Burns and his Assistant Chief Russell Palmer. They make up an impressive part of the cast, since the younger set look up to them, and are effectively impressed by the message they present.

Eckrich & Sons is a telling example of the way happy results can be achieved when sponsor and station work together to do a better job. For the sponsor it has meant increased sales and a happy association. For WJEF it has meant a satisfied and grateful sponsor.

Two other groups like it too—the children and the Fire Department!

Bruce Grant (in fire hat) gets all wet in one of the many lively stunts which heighten show's appeal for youngsters. Don Richardson (with ear phones) is writer-producer of Firefighters Club



# PLAYTIME EXPRESS

## THRILLS FLORIDA KIDS

Proving the success of live dramatic shows presented for children, a Junior League project in Jacksonville, Florida, has successfully run five seasons on station

---

**AIR FAX:** "Playtime Express" completes five years as popular series of weekly dramatizations for children.

**First Broadcast:** September, 1944

**Broadcast Schedule:** Saturday, 10:15 to 10:30 A. M.

**Sponsor:** Junior League

**Station:** WPDQ Jacksonville, Florida

**Power:** 5,000 watts

**Population:** 173,000

---

WPDQ. It's a year-after-year favorite with the city's children—and with good reason. Its weekly presentations are planned to give them a maximum of enjoyment.

Under the direction of WPDQ Woman's Director, Dorothy Horsfall, "Playtime Express" gives the junior set music, drama, and a chance to participate on the air. On the air each Saturday during the school year, it is aired fifteen minutes, beginning at 10:15 A. M.

Opening with the announcer's "Here comes the Playtime Express," the show begins with the theme, "Twinkle, Twinkle, Little Star," and the sound of a train. Then comes the dramatised portion.

Auditions are held periodically for adults and children to give real talent an opportunity. This increases interest among the audience and is an inspiration to those who want a chance to go on the air.

The offering has been presented for five years by the station in cooperation with the Junior League of Jacksonville. It is part of the Junior League national pro-

(Continued on Page 31)

From left to right picture shows Morton Leff, juvenile lead; Alva Stein, character part player; Harley Sykes and Joy Harder, who play male leads; Vivian Star, who acts juvenile through teen-age parts; and Dorothy Horsfall, director of the program







WMBD announcer Robert Carlton interviews Paul Zickgraff (left), general chairman of the Peoria promotion, and Thelma E. Dallas, secretary of the Illinois Bakers Association

# Huge Bakery Promotion Run on WMBD

Baking industry history was made in Peoria recently when an aggressive group of local bakers, assisted by members of the staff of the Bakers of America Program, staged what probably is the most effective and intensive nine-day bakery promotion ever carried on in any locality.

Two months before the test campaign was to begin, representatives from the baking industry asked WMBD to outline an over-all promotion campaign for "Buy It Baked" in Peoria.

Members of the sales, promotion and merchandising staffs of WMBD put their heads together and came up with an outline for a campaign that included not only radio, but other media as well.

The primary goal of the bakery promotion was to "position" both the baker and his products in the eyes of the people of Peoria and encourage consumers to "Buy It Baked."

Radio played a major part in the nine-day publicity campaign. The bakers purchased seven 10-minute programs and eighteen 35-word announcements on WMBD, Peoria's CBS station.

In addition, WMBD's campaign outline suggested that all allied industries tie-in with "Buy It Baked" and donate portions of their radio time to the over-all campaign. Five WMBD advertisers cooperated in the campaign. One whole-

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Ramona Bolin

# KILOWATT UTIES

Biggest promotion during the winter season for WGKV Charleston, West Virginia, is a girls' basketball team called WGKV Kilowatt Kuties.

On the surface, this type of promotion seems far afield from radio but in Charleston and vicinity the Kilowatt Kuties play an important role in the lives of sports fans, young and old. They play both boys' and girls' rules and with the help of WGKV have built a four-team league into a twelve-team one.

It all began when WGKV decided to capitalize on the postwar popularity of basketball throughout the nation and in the Charleston area in particular. Station officials made an investigation as to the possibility of using this medium as a station promotion.

Much available talent was found in the community. The boys and young men seemed pretty well taken care of in the church and civic leagues, but talent on the distaff side was going begging.

In 1947, WGKV decided to organize a girls' team and exert what influence it could towards reorganizing a league which was almost about to fall apart. Investigators found intense interest among prospective players and considerable enthusiasm among the prospective fans, especially the younger set, both boys and girls.

So, with a comparatively small financial outlay, the Charleston Girls' Recrea-

tion League took shape. A team representing WGKV was put out on the floor, under the leadership of Juanita Barker of the promotion department at the station.

Results of the seasons of play on the basketball floor have been many and varied for the station, the team and the fans.

The payoff of all this effort and modest expense has been a lot of fun for the girls.



Doris Pruitt, named Best All-Around Player of 1949



Team from left to right: Mena Joseph, Jean Snyder, Phyllis Hertel, Deleris Fike, Mary Ella Tredway, Ramona Bolin, Bernice Fike, Betty Rywant, Doris Pritt, Thermal Aleshire, Juanita Barker

It has meant plenty of excitement for great numbers of basketball rooters. And it has given WGKV much favorable publicity—the kind of publicity that has made many new friends and larger audiences for the Charleston station.

Newspapers and Charleston and neighboring cities have been most generous in their space allotments in reporting the games. *The Charleston Gazette* and *Charleston Daily Mail* totaling over 150,000 circulation each, were the most liberal supporters. About two hundred inches of running accounts and pictures were published during this last season alone.

Meanwhile, WGKV plugged the Kilowatt Kuties, giving them special air time including interviews and promotion spot announcements.

Juanita Barker, of the station promotion department, who started the team off originally, is a forward on the team. She

was also coach. In 1948 she was made president of the growing league which now boasted a maximum twelve teams.

Early in the first season, Joe Farris, WGKV's resourceful sportscaster, hung the obvious moniker of Kilowatt Kuties on the group and immediately the name caught fire. The girls were all dressed up in kelly green and white satin for the first game.

In 1947 the team held a record of half and half on the winning basis, but received national attention by Carl Watson, then in NBC's station relations department. Watson relayed pictures of the WKGK Kilowatt Kuties and letters to all NBC stations in the United States stating, "This is one of the most unusual publicity stunts I have ever heard."

During the second season of basketball play for the team, everyone thought the

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# GARDEN ADVICE

## AIRED ON WCOP

A WCOP Boston program is attracting a wide listening group in that area.

George Graves, horticultural authority whose "Home and Garden News" is aired over WCOP from 6:50 to 7 A. M., Monday through Friday, is an author, lecturer and nationally known expert in the fields of horticulture and floriculture.

Popularity of his program is evidenced by its four years of continuous broadcasting. Home-owners and home-makers listen carefully, for George Graves deals with every problem that could possibly baffle the home gardener.

Home gardeners get to hear all the information and advice they need. The wonderful part about the show is that gardening advice and instructions are presented in the kind of language the home gardener can easily understand.

Sponsorship is participating. Recent sponsors offer products of the variety that tie in perfectly with the nature of the program. Recent sponsors include the Perry Seed Company, manufacturers of garden supplies, the American Agricultural Chemical Company, and the Doughten Seed Company.

Format of the show has George Graves spend much of the program time answering questions sent in by listeners as to how to combat plant diseases and how to grow better greens and shrubs.

He also tells the home gardener and home owner when to plant, how to landscape and how to control insect pests.

Graves ties in his program with local garden clubs and horticultural groups by announcing their shows, coming events and activities.

"Home and Garden News" is a highly personalized presentation featuring a complete script prepared in advance by George Graves.

---

**AIR FAX:** Gardening advice from authority has four-year broadcasting record.

**Broadcast Schedule:** Monday through Friday, 6:50 to 7 A. M.

**Sponsor:** Participating

**Station:** WCOP, Boston, Massachusetts

**Power:** 5,000 watts

**Population:** 2,350,514

---

He is well qualified to speak on horticultural subjects, with thirty years of experience in all fields of horticulture from commercial nurseries, landscaping, general consulting, to private collections which amounted to small botanic gardens.

George Graves is the official answer man of the Massachusetts Horticultural Society and author of numerous horticultural publications, among them a book titled, "Trees, Shrubs and Vines for Northeastern United States."

George Graves' "Home and Garden News" appeals to that universal quality—the desire of the home-owner to keep his surroundings attractive. By capitalizing on that human element he has built a steady, constant listening audience that has kept tuned to his show over a period of years. And the products his sponsors offer are the kind that home-making audiences not only want, but also need, to buy.





Don Pierce, announcer for the WRRF "Guess Who" show, makes phone call on this new give-away show

## Radio Dealer Happy With 'Guess Who'

Throughout 1947 WRRF Washington, North Carolina, was reluctant to go in on the popular audience getters . . . the Give-Away Programs. Early in 1948 the program department came up with the first of many programs that was to prove beyond doubt that a station could offer a worthwhile program to listen to, although a large percentage of the potential audience would not actually participate in it. Such was the "Guess Who" program. Program is built around the "Mystery Voice," a recording of a voice belonging to a prominent resident of this community. There's a musical selection at the beginning of the program, followed by a commercial and then the Mystery Voice. After the voice has been played the listening audience is invited to call on 403 or 404 and "Guess Who." The announcer

---

**AIR FAX:** "Guess Who" features recordings of the voices of prominent residents of Washington, North Carolina. The listening audience is invited to call the station and "Guess Who." Cash prizes are awarded. Don Pierce is the announcer.

**First Broadcast:** April, 1948

**Broadcast Schedule:** Tuesday and Thursday, 11:15 to 11:30 A. M.

**Sponsor:** Jefferson Radio and Electric Company, Washington, North Carolina

**Station:** WRRF Washington, North Carolina

**Power:** 5,000 watts

**Preceded by:** "Organ Reveries"

---

answers all phone calls on the air and music is used for background.

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# WMGM Airs

## 'Today's Races'



Fred Capossela, WMGM turf sportscaster, is the man who sparks the "Today's Races" broadcasts, heard Monday through Saturday from 6:30 to 7:00 P. M.

With "Today's Races," which is a delayed transcribed account of races run during the day as announced by the New York State Racing Association's announcer, Fred Capossela, the program's sponsor, *Daily Racing Form* hopes to provide for its radio audience some of the color and thrills involved in racing, aside from the results. The sponsor views the show as a public service for fans unable to

attend. At the same time, however, the favorable reaction to the program is furthering interest in the sport. And that is where the *Daily Racing Form* reaps the benefits. For increased interest means rising circulation. And that spells success in any publisher's language.

*Daily Racing Form* is a turf newspaper which is attempting to use this new radio show over WMGM New York to do for

racing as a sport what has already been done for baseball as a sport.

Program schedule began April 1, the opening day at Jamaica with a 6:30 to 7 broadcast. A phenomenal memory and perfect eyesight are the happy combination that makes for the letter perfect, rapid-fire accounts by Fred Capossela, the announcer who recently inaugurated the new Monday through Saturday half-hour broadcasts.

### "CAPPY" NEVER ERRS

"Cappy" does his priming in the ten-minute interval from the time the horses enter to the moment they lunge from the starting gate. With binoculars in one hand and a program in the other, he memorizes the jockey's colors and the names of the horses they ride. Sometimes that's a comparatively easy job, as in the races where there are only four horses running. And at other times, it's more difficult. That's when there are twenty entries in a single race.

But though he calls seven or eight races a day, six days a week, this official announcer for the New York Racing Association seldom makes a mistake. He is one of the few announcers who faithfully and meticulously reels off every horse in the field each time around.

Continuously, Capossela's personality gives thrills to an already thrilling show. For his WMGM accounts, "Cappy" adds to the spot-calling of the race-track's public address system a description of the scene and the details of the horses on the home stretch. He has the public address system switched off for both of these, for he stops calling for the track spectators after the horses come charging down past the eighth pole.

### COMPLETE DESCRIPTION

"Those at the track," he explains, "can see the horses come bobbing and winging down the stretch. They are in full sight of the stands."

So there is really a complete description of the races for all fans. Capossela also provides the oral charts which the *Daily Racing Form* supplies in written form and the enjoyment of the broadcasts is further

enhanced by the listener's possession of the printed charts.

Supplementing this program of transcribed race descriptions starting with the familiar "They're off," to the mutual prices on each of the placed horses, are daily interviews with outstanding personalities in the turf world. Interviews will be beamed at a track executive one day, a famed racing official another day, a jockey, trainer or newspaper man the following day.

Early in the series, the sponsor tested the listening audience on response to the new type of show. Test was an offer, made in the third week of broadcasting, of a primer on "How To Read Charts and Past Performances." Mail pull was quite high on this offer.

---

**AIR FAX:** Turf newspaper brings transcribed account of races to New York racing fans.

**First Broadcast:** April 1, 1949

**Broadcast Schedule:** Monday through Saturday, 6:30 to 7 P. M.

**Sponsor:** "Daily Racing Form"

**Station:** WMGM, New York, New York

**Power:** 50,000 watts

**Population:** 11,690,520

---

Most of other mail received regarding the show has been laudatory for both program and sponsor. In fact, *Daily Racing Form* uses no other radio promotion for this particular product. The turf newspaper itself has been published by Triangle Publications since 1894. Offices are at 343 W. 26th Street, New York 1, N. Y.

*Daily Racing Form* is the official publication of the National Association of State Racing Commissioners, the Incorporated Canadian Racing Associations and the Mexican Jockey Club.

Years ago, the publication used radio as a hypo for building circulation, but now they are operating under a different premise and stressing the public service angle with the "Today's Races" series. Indirectly, of course, the good will that is

(Continued on Page 32)





This is how Bill Naley, Bob Johnson, and "Smiling Al" Constantine (in foreground) and "Bashful Barney" Bernard and Rusty Keefer looked at end of twelve-hour, 45-minute cancer marathon show

## WPWA HELPS CANCER DRIVE

When WPWA in Chester, Pennsylvania, went on the air April 16, continuous appeals for contributions and telephone pledges went out for almost 13 hours. On the air from 6 A. M. to 6:55 P. M., the 1,000 watt, independent day-time station pulled in almost \$16,000 by the end of the day, with contributions still coming in the following Monday and Tuesday. The total represented more than one-half the quota set for the entire Delaware county.

The idea for the show came from Lou Poller, owner of WPWA, and within four days all advance publicity was out, a schedule of speakers throughout the day

was lined up, and the show was ready to roll.

The program opened at 6 A. M. with WPWA's Bill Baley and the four Western Aces handling the music straight through till 6:45 P. M., and Robert Johnson, program director, acting as master of ceremonies. Staff announcers Ray Milderic, Jim Reeves, Paul Warren, and Stan Alexander did the personal interviews on a round robin schedule, and acknowledgements of all contributions were aired. A continuous appeal for contributions, from prominent public and private officials, stars of the sports, radio and theatre

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# SHOW AIRS LIST OF SOCIAL EVENTS

There is a radio program that has almost become an institution at KGVO, Missoula, Montana. For the past twelve or thirteen years the show has been aired consistently, and almost always under sponsorship. It's the kind of show that boasts a simple format—but performs an invaluable service for listeners in the area. If all the mail and telephone calls received on this five-minute program were laid end-to-end they would go a long way.

"Club Calendar" is the name of the show and it is aired five times weekly. Broadcast time is 11:25 each day. Format calls for the announcer opening the show with a brief description of what is to follow.

What does follow are notes on social events of the day in Western Montana. That includes fraternal meetings, auxiliary functions and a complete schedule of other social gatherings in Missoula and vicinity. Organization members in the area consider "Club Calendar" their daily "note pad" of the air. After the brief explanatory resume, the announcer turns the show over to the "Club Calendar" reporter who lists specific meetings and events.

Announcements are received both through the mail and over the telephone. Notices come from points up to a hundred miles from Missoula. No charge it made for giving the information but KGVO alters and edits any announcements to fit the time period allotted. Usually, up to fifteen announcements may be broadcast during any one show.

The continuity writer who pens the show (Pat Scott) also telephones all hospitals in the city to compile a daily list of births and names of new arrivals are announced at the end of the program.

Regular mail reminders go out to social secretaries and club scribes, telling them of the free service KGVO offers them.

"Club Calendar" has become an important factor in the lives of local KGVO listeners. Here is a daily reminder for their social and organization meeting schedules. And club officers find this a wonderful medium for getting members to meetings at the right time as well as at the right place. Value of the show is well indicated by the mail pull it receives. In addition to telephone calls, the show pulls in an average monthly mail count which runs into the hundreds.

---

**AIR FAX:** Public service show gives schedule of social, organization events to local listeners.

**Broadcast Schedule:** Monday through Friday, 11:25 A. M.

**Station:** KGVO, Missoula, Montana

**Power:** 5,000 watts

**Population:** 18,449

**Preceded by:** "The Inside Story"

**Followed by:** "Calling All Women"

---

Previously, the program was sponsored by Hotel Florence, the city's largest hotel. It served as an excellent vehicle to plug the hotel's social facilities, catering service, cocktail rooms, meeting rooms, stage and music facilities. Right now, the program is unsponsored and is presented by KGVO as a public service feature. It is important because it gives the kind of information its listeners need and want.

The show is preceded by "The Inside Story," daily BMI script show, followed

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## PROOF O' THE PUDDING

### Radio Men Get Awards

Highlight of the second annual Radio Day at Syracuse University was the awarding of three citations to outstanding alumni of the radio department.

Marty Glickman, WMGM New York, sportscaster was cited for his sports programming endeavors. Simon Goldman, vice-president and manager of WJTN Jamestown, New York, received a citation in the field of radio station management. In the field of radio and television sales, John Warren, sales manager of WNBC and WNBT New York, was cited.

Citations were made by an awards committee from a field of about 500 radio alumni.

### Latin Music Aired

Pru Devon, conductor of "Nights in Latin America," has earned an additional broadcast period on her program of authentic music of the Latin American countries.

Heard over WQXR New York, at 10:05 Friday evenings for the past two years, the new schedule will bring the show to the air Mondays and Fridays from 10:05 to 10:30 P. M.

An innovation on Pru Devon's program will be her singing of the program's theme song and an occasional solo. Strumming her guitar as accompaniment, Pru Devon weaves interesting tales about the famous collection of recordings used on the show. All recordings were made in Latin America by native musicians.

### Beauty Course Sales Rise

Helena Rubinstein's Wonder School, which tested selling its Beauty Course on WQXR New York with a short-term contract for a fifteen minute musical program six mornings weekly, found the radio medium so effective that sponsorship will be continued on a long-time basis.

Direct returns were so favorable during the four weeks' test on "Composers Varieties" that a contract was signed on a continuous basis. The show will be broadcast for Helena Rubinstein, Inc., on Mondays through Saturdays from 9:45 to 10 A. M. Contract was handled through Advertising House.

WQXR's music quiz, "Much Ado About Music," aired on Tuesdays from 7:30 to 8 P. M., is also sponsored by Helena Rubinstein, Inc. The evening program promotes cosmetics and perfumes.

### KYW Contract Renewals



Sponsors of several KYW Philadelphia programs are indicating their satisfaction with sales results by contract renewals.

Automobile business continues brisk as Wilkie Buick and Wolfington Motor Company renew their news programs on the Westinghouse station for another year. Agency on both

these accounts was Joseph Lowenthal, Philadelphia.

Marclay, Inc., makers of Marclay Nylons, have renewed their half-hour Sunday evening program for thirteen weeks. Aired from 10:30 to 11 P. M., "Music Box" features recorded musical favorites. Contract was placed through Ralph Hart, Philadelphia.

Melville Shoe Corporation of New York, for Thom McAn Shoes, has renewed for 52 weeks their three-a-week quarter-hour series on the KYW "Musical Clock" which features Stuart Wayne. Contract was placed through Neff-Rogow, Inc.



## Roosevelt on Network

Expanded from a three individual ABC station release, the weekly commentary broadcasts of James Roosevelt are starting network, airing simultaneously from 8:45 to 9 P. M. over KECA Los Angeles, KMPC Bakersfield, California, KGO San Francisco, KJR Seattle, and KGA Spokane.

## Ice Cream Company Renews

Beginning its sixth consecutive year of sponsorship on WQXR New York, Ricciardi Company, Inc., maker of Ricciardi ice cream, returns to the air with sponsorship of "Luncheon Concert," the vehicle which it has used for four of its five years on the air, plus a fifteen-minute nighttime program, "Let's Celebrate," broadcast twice-weekly.

"Luncheon Concerts" will carry Ricciardi commercials on Tuesdays, Thursdays and Saturdays from 12:30 to 12:45 P. M. "Let's Celebrate" will be aired Mondays and Fridays from 9:30 to 9:45 P. M.

Ricciardi Company, Inc., began its sponsorship of the fifteen-minute segment of "Luncheon Concert" across the board as its first program on WQXR five years ago. This year, instead of across-the-board sponsorship, Ricciardi will advertise on the midday show three times weekly and launch into evening time with "Let's Celebrate," which is a musical calendar recalling important events in the lives of great composers.

## Award for WVET Promotion

Outstanding advertising in 1948 has won a Certificate of Honorable Mention for WVET Rochester, New York.

The Rochester Ad Club has announced the result of a contest it conducted for the best promotional advertising campaign during 1948. WVET prepared a brochure of its advertising, most of which had been placed originally in radio trade papers, and submitted it to the judges, the advertising department of Syracuse University. WVET was the only radio station entered which received an award.

## Food Show Time Increased

A program that has been aired over KMPC Los Angeles since last December has proved its popularity with a mail pull of 10,000 pieces during that period.

With two new sponsors added to the "Chef Milani" program, the broadcast expands to a half-hour show, Monday through Friday, from 9:30 to 10 A. M.

New sponsors are Dolly Adams Brand Syrups through the Charles Ross agency, and Pellissier Dairy Farms, makers of Yami Yogurt, through the William H. Kester Agency. Current sponsors are Wilson and Company, Inc., and American Beauty Macaroni.

Chef Milani's program is based on the theme of "A Dinner for Four, A Dollar No More" with the chef outlining a menu that can be prepared for this cost in addition to his offering his personally tested recipes for the housewife.

## Talent Package Renewed



Sponsor satisfaction with a weekly talent hunt package show has been demonstrated by a 26-week renewal for the program.

"You Can Be a Star," sponsored by the Union Outfitting Company, is broadcast over WHAM Rochester, New York. Emceed by Mort Nusbaum, the series now includes a road show unit with personal appearances scheduled for upper New York state.

## Home-Garden Show on Five Years

Favorable listening reaction to a show beamed at home-owners and garden enthusiasts has resulted in five years of continuous broadcasting for George Graves, horticultural expert. His show, "Home and Garden News," aired on WCOP Boston, is heard from 6:50 to 7 each morning, Monday through Saturday.



# SHOWMANSCOOPS

If you have pictures of unusual and outstanding promotion and programming projects, send them to Showmanscoops, "Radio Showmanship" Magazine. The five best photos received each month will appear in this section.



Mother's Day interview over WRR, Dallas shows Mr. and Mrs. Charles Ray and brood of twelve children. Holding microphone is Carol Weaver, emcee of "Carol Goes Calling" over WRR



Film music composer Frank Skinner is guest on the Larry Cotton show on WKY in Oklahoma City. Left to right: Frank Skinner, Ken Wright, WKY organist, and Larry Cotton



Bud Baldwin, emcee of WHIO "The Song Shop," and W. E. Wolaver, advertising manager of the Gallagher Drug Company, show sponsors, attempt to count 15,000 beans in token of Gallagher's 15,000 broadcasts during past ten years

Over 8,000 Iowans jammed the KRNT Theater in Des Moines recently for two originations of the ABC network show, "G.E. House Party" with Art Linkletter



The 500th radio script of the WFBR "Keeping Well" dramas was celebrated with a review broadcast by Dr. Huntington Williams, commissioner of the city health department of Baltimore. Pictured from left to right are Dr. Huntington Williams; W. B. Hanauer, WFBR program director; and Dr. M. Alexander Novey, director of the bureau of child hygiene, who plays the central character on the show





## AIRING THE NEW

### KGO Features "Melody Lane"

"Melody Lane," new half-hour musical program heard over KGO San Francisco at 10:15 P. M., is sponsored by the J. E. French Company of San Francisco.

Program will highlight semi-classical and pop concert selections by such orchestras as those of David Rose and Andre Kostelanetz. Included in the transcribed and recorded musical fare will be occasional operatic arias as well as selections from musical comedies.

### Sunday Production Offers Musical Variety

A new production technique of combining current hit recordings with choice numbers from Broadway show albums and Hollywood sound-tracks plus unusual dramatic recordings is being utilized in a new program, "The White Rose Tea Party," over WNEW New York.

Sponsored by the White Rose Tea Company, the program is heard every Sunday from 1:35 to 2 P. M. Every show features a different Broadway hit, comedian, name vocalist and top band.

### Modeling School Sponsors Record Show

A new record show, "Dear Joe," is being sponsored by The Patricia Stevens Modeling School over WFIL Philadelphia on Wednesdays from 10:30 to 11 P. M. Emcee on the show is Joe Novenson, WFIL staff announcer.

A 13-week contract has been signed for the show. The Meyerhoff Agency is national representative for the sponsor.

### WDRC Schedules

#### Music Broadcasts

Two new musical shows have been scheduled on the Sunday, WDRC Hartford list of programs.

"Showtime," featuring favorites from Broadway musicals, will be on for a half-hour at 12 noon, and "Music Hall," highlighting popular concert favorites, will be aired from 1:30 to 2 P. M.

### KRNT Signs for Sport Package

Purchase of one of the Middlewest's largest sports packages has been made with the signing of the General Electric Supply contract to sponsor broadcasts of all sports events the year-round on KRNT Des Moines, Iowa.



Left to right: Al Couppee, Glenn Clark

The package includes more than 100 action broadcasts of baseball, football, basketball, track and other major Iowa sports events. Handling the sale was Bill Hippee, KRNT sales representative. Agency account executive is Floyd Mellen of the Allen & Reynolds Agency of Omaha.

Play-by-play sportcaster will be KRNT sports director Al Couppee.

### Husband and Wife on WCCO

A "Mr. and Mrs." combination is the feature of the new "Melody Matinee" program broadcast over WCCO Minneapolis, Minnesota.

Earl Steele, formerly on the CBS announcing staffs in New York, St. Louis and California, is emceeing the new show which is aired five afternoons weekly.

Sally Foster, his wife, a Decca recording star, is also appearing on WCCO. Her schedule includes two half-hour sponsored audience shows on Saturday nights and her own sponsored 15-minute show each morning, Monday through Friday.

### Quiz Format Gets Turnabout

"Fountain of Facts," a quiz show with a novel format, is the latest offering over KYW Philadelphia, Tuesday evenings at 7:30 P. M.

Taking over the format of "Information Please" in reverse, the new show pits expert Alfred Moray against a panel of three. The panel asks questions of Moray who, without rehearsal, gives extemporaneous answers about science, art, music, religion and current events.

Members of the panel include Clarence Fuhrman, KYW music director, Donald Baird, assistant education director, and W. B. McGill, advertising manager of Westinghouse Radio Stations, Inc.

Listeners are invited to submit questions on any subject; for each query used, the writer receives two dollars. A \$25 United States Security Bond goes to the writer of any question Moray fails to answer.

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### Chiquita Banana Returns on WQXR

Chiquita Banana has returned to WQXR New York in six fifteen-minute programs a week with the United Fruit Company sponsoring "Luncheon Concert" on Mondays, Wednesdays and Fridays from 12:45 to 1 P. M. and "Music for the Theatre," Tuesdays, Thursdays and Saturdays from 5:15 to 5:30 P. M.

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### "Today's the Day" Gives Music and Facts

"Today's the Day," a new program of musical moments and pertinent facts is making its bow on the broadcast schedule of WGN Chicago.

Five mornings a week, Monday through Friday, from 8:45 to 9 A. M., CDST, Holland Engle will air time and temperature information. The show will also include briefs relating to each day in the pages of history and announcements of special information about the significance of the day in current national and Midwest calendars.

Musical recordings of current tunes will also be featured.

### Disc Show Specializes in Be-Bop

A new series of Negro disc programs is being sponsored by Gluckstite, Chicago malt beer concern, over WIND Chicago, Monday through Friday, from 8:45 to 9 P. M.

Featuring Nick Brooks, vocalist, as emcee, the show will specialize in be-bop and jazz music.

### Editor Does WLAW Newscasts



George A. Gagan airs his morning show

George A. Gagan, managing editor of the Lowell, Massachusetts *Sunday Telegram*, starts off as news reporter and commentator on WLAW's new daily show, "Top O' The Morning." Program is scheduled for a fifteen minute newscast and commentary every morning, Monday through Saturday, at 7:15.

In addition to the news show, the editor has, in the past, been featured as a sport-caster.

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### WGAI Presents Quiz for Students

WGAI Elizabeth City, North Carolina, is airing a new show, "The Albermarle Classroom of the Air" on a forty-five minute schedule, six times a week. Format calls for two students from each high school to compete in a quiz for individual standing and for school standing. At the completion of the twelve weeks' series, winners will receive savings bonds and cups as awards.



## JOHNNY ON THE SPOT

### Spot Contracts Signed

"The Hometowners," a five-a-week musical program heard on WMAQ Chicago, won a participating sponsor recently when a spot business order was received from the Proctor & Gamble Company. The order was for five one-minute participation announcements weekly for 52 weeks on the program which is aired Monday through Friday, 6:30 P. M. Product will be Shasta shampoo, through Compton Advertising, Inc. Starting May 16, Drene is to be advertised, through Dancer-Fitzgerald-Sample, Inc., for the duration of the contract.

Peter Fox Brewing Company, through H. W. Kastor and Sons, ordered two station breaks weekly for thirteen weeks, over WMAQ.

Other WMAQ business included the contract for six station breaks for the Chicagoland Home Show. Agency was K. E. Shepard. Best Foods, Inc. (Shinola shoe polish), through Benton and Bowles, Inc., ordered a one-minute announcement weekly for six weeks.

### WCBS List Spot Contracts

WCBS New York announces several new contracts for spot announcements.

Pepsi-Cola Company purchased three participations for each week, Monday, Wednesday and Friday on the WCBS Jack Sterling program, which is aired from 6 to 7:45 A. M. The Agency was Biow and Company.

Westchester Racing Association, for Belmont Race Track, also purchased three participations for each week, starting immediately, on the Jack Sterling show on

the same three days. Al Paul Lefton is the agency.

Hunt Foods, Inc., for canned peaches, contracted for six announcements weekly, Monday through Saturday, in the Housewives Protective League Program through Young & Rubicam, Inc.

The Great Atlantic & Pacific Tea Company for Ann Page Products, renewed its Tuesday, Thursday and Saturday participations in the 8:30 to 9 A. M. Margaret Arlen program.

J. B. Roerig & Company, Inc., for Amion Tooth Powder, purchased three participations weekly, Monday, Wednesday and Friday, in the "Hits and Misses" program, 5:30 to 6 P. M. Contract was placed through Stanton B. Fisher, Inc.

Beltone Hearing Aid Company, through Ruthrauff & Ryan, Inc., purchased Monday, Wednesday and Friday participations in the "Starlight Salute" show, heard from 11:30 P. M. to midnight.

### Drug Company on KNX

The Save-On Drug Company, Los Angeles, through Brusacher, Wheeler & Staff Agency, will sponsor a series of six weekly spot announcements on KNX Los Angeles for a 52-week period.

### Spots Start with Baseball

Longines is inaugurating a spot announcement campaign on WQXR New York with the opening of the baseball season. Spots will carry information on the New York Yankees baseball games plus the day's batteries.

These announcements are to continue until the close of the baseball season and will be broadcast only on home game days. Longines, which is listed as the official watch of the New York Yankees, was represented by Victor Bennett, Inc.

Announcement of the WQXR spot campaign will be listed in the official program of the Yankees at the Stadium.



## Spot Business Noted by WMAQ

New spot announcement contracts have been announced by WMAQ Chicago.

Greystone Press Corporation, through H. B. Humphrey agency, has purchased the 11:15 to 11:30 spot Sundays on the "Do It Yourself" show for a thirteen-week period.

Ward Baking Company, through J. Walter Thompson, has renewed their schedule of five station breaks each week for fifty-two weeks.

W. F. McLaughlin & Company (coffee),

through Earl Ludgin & Company, have signed for a renewal of two station breaks weekly for five weeks. Also through Earl Ludgin & Company, Rit Products has signed for three one-minute announcements each week for eight weeks.

Proctor & Gamble, for Drene, has contracted for one-minute announcement weekly for twenty weeks through Compton Advertising, Inc.

Linco Products Company has signed for one station break weekly for fifty-two weeks, through Schwimmer & Scott, Inc.

## SPONSOR STARS

(Continued from Page 11)

with this objective. A typical example follows:

"Some of you folks who haven't been with us regularly since "The Roving Banker" programs were begun back in January may be wondering why this type of program is being presented by the Alamo National Bank . . . why a city bank sponsors a program about farming and ranching . . . Here's the story . . . The folks down at Alamo National Bank realize that agriculture and livestock production are the backbone of our country's economy . . . that directly or indirectly we all have an interest in farming and ranching . . . the Alamo National provides these Saturday morning programs in the hope that they can bring entertainment and service features to their friends and customers throughout the Southwest . . . the people who have made the Alamo National the great banking institution that it is."

The kind of work Jones and Shomette are doing on the program is well illustrated by their recent visit to the 1949 convention of the Texas and Southwestern Cattle Raisers Association in Houston, Texas. They brought back recorded interviews with officers of the association and here's the way Shomette wove them into the program:

"Day behind yesterday down in Houston we put our rusty but trusty old wire

recorder to work to bring home an account of the annual cowmen's get-together—the Cattle Raisers' Convention. After the final convention session was dismissed and the records closed on the '49 meeting, we cornered the freshly re-elected association president and two of his vice-presidents for an off-the-cuff account of the convention . . . we began with Bryant Edwards, association president . . ."

The Roving Banker and his side-kick recently completed a series of six broadcasts on native pasture grasses during which Dave Foster, manager of the Soil Conservation Service Grass Nursery in San Antonio, discussed the characteristics and relative values of grasses, how to re-establish them, and other informative facts.

Now they are preparing a new series on brush eradication, which in turn will be followed by still other features designed to be of service to farm and ranch listeners throughout the vast area reached by WOAI's airwaves.

## SOCIAL EVENTS LISTED

(Continued from Page 15)

by "Calling All Women," local female show.

"Club Calendar" is the bulletin of activities in western Montana. It is a public service that keeps listeners tuned in to KGVO.



## SHOWMANSHIP IN ACTION

### "Musical Clock" Spotlights Career Girls in Audience

Career girl listeners are getting into the radio limelight with the new feature on the KYW Philadelphia "Musical Clock," which features Stuart Wayne.

Each morning at 7:25 A. M. Wayne chooses the "Career Girl of the Day," devoting five minutes to a girl who has written to the station. Her name, her place of business, hobbies and special interests are described. Each salute is completed with the playing of the girl's favorite record.

This new feature follows upon the success of another program within a program—"Tunes for Tiny Tots"—which has been an 8:50 A. M. feature of "Musical Clock" for more than two years.

### Recorded Talks on Sportscast

Recorded telephone interviews are the latest innovation being used by Bill Campbell to highlight his nightly sports program over WCAU Philadelphia.

During his trip to the Florida baseball camps, Campbell phoned reports to WCAU for recording and airing the same night.

Joseph T. Connolly, WCAU program director, reports that the quality of the telephone recordings is good. A tone warning, or beep, which is heard throughout the recording, as demanded by law on any recorded phone conversations does not mar the clarity of the presentation.

Success of the Campbell telephone interviews has started WCAU studying the possibilities of having its sportscaster interview prominent personalities in var-

ious parts of the nation several times a month, depending on the immediate news value of the interview.

### Man of Many Talents Is Star of Wake-Up Show

Fred Bennett is the jack of all voices—the wake-up disc jockey—over WPEN Philadelphia. When Fred Bennett starts his show each Monday through Saturday at 7:05 A. M., it isn't a case of getting up with the chickens, but with ducks, "Singing Ducks . . ." and they are only the beginning.

This wake-up show is something unique in Philadelphia. The script is penned by Bennett with a pacing that weaves music and short skits in and out of the continuity.

Bennett came to WPEN via KTSA San Antonio, Texas, bringing with him a ten-year collection of impersonations and characterizations. His fabrications include H. Kalt von Borem, famous news commentator; Frederique Benet, the poor man's Jean Sablon; and Sudsy Waters, a satirical soap opera character.

In addition, this wake-up man brings to life each morning great episodes from history via his "barbed wire" recorder. Format innovations also bring listeners elevator races and the presentation of his singing ducks under the training and direction of Professor Muchmore.

Bennett's subtle humor and wit have sponsors clamoring at his radio door. He is a veteran radio performer who has a string of radio show successes tucked under his belt.

### WWJ Gets Safety Awards

Two awards have been given WWJ Detroit for its outstanding public service work in the field of safety during 1948.

The Alfred P. Sloan Radio Award for Highway Safety and the National Safety Council's Public Interest Award were received by WWJ. In 1948, the Detroit station devoted more than 326 hours to safety programs and carried some 19,000 spot and special announcements in addition.

## Decal Promotion by WPEN

WPEN Philadelphia has come through with extra promotional activity in the form of an attractive decalcomania.

These decalcomanias are affixed to several thousand 78 R.P.M. record players recently purchased by the Record Dealers Association of Philadelphia. WPEN and the Record Dealers Association of Philadelphia have maintained a cooperative tie-up for the past four years.

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## KMOX Offers Clients Merchandising Plan

A new idea in merchandising cooperation with clients is being distributed to seven hundred grocery and meat market outlets, who serve millions of customers each month in the Greater St. Louis area by KMOX.



KMOX merchandising display easel

The point of service sales builder consists of a display easel eighteen inches high and twelve inches wide. On the top half is a framed removable poster in attractive colors promoting KMOX personalities and programs. Beneath this is printed "Take a Number Please" and under this peg are consecutively numbered cards which will carry copy such as facsimile of advertisers package, contest

rules and so on. Cards and posters will be changed each month.

In addition a display board with the caption, "Number Now Being Served," is hung behind the food counter and the card of the current customer is hung on a peg, indicating the next to be served.

Displays are attractively prepared in vivid colors. Most important, the numbered card held by the customer has strong product reminder value.

The new sales builder was designed by KMOX and Adolphe Zuzenak, advertising manager of Tom Boy Stores, a local food chain.

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## Station, Sponsor Aid Teen-Agers

A new approach to juvenile delinquency is being combined with good programming in New Haven, Connecticut, where WELI and the Cott Beverage Company put their heads together and came up with weekly "Juke Box Saturday Night" parties.

"Juke Box Saturday Night" is an established disc jockey program aired from 9 P. M. to 12 midnight which enjoys great popularity with swing fans and particularly teen-agers. Recently Cott Beverages, the sponsor, invited listeners to their plant one Saturday night to sip soft drinks while they enjoyed the show.

Requests for admission cards poured in by the hundreds . . . with the result that Cotts decided to make this broadcast party a weekly feature.

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## Shell Oil Asks Dealer's Help

To make sure dealers talk about "City Desk," WTOP Washington, D. C., is mailing a series of twelve cards to Shell gas and oil dealers in that area who sponsor the show.

Each card urges the dealer to "check the water, wipe the windshield, and tell 'em about 'City Desk'." The program is heard Monday through Saturday at 6:40 P. M.



## WCAU Executive Is Moderator

Joseph L. Tinney, vice-president and assistant general manager of WCAU Philadelphia was moderator recently at a panel discussion on advertising at a meeting of the Junior Advertising Club of Philadelphia in the Poor Richard Club.

Jerome B. Gray, a senior partner in Gray & Rogers, was one of the panel speakers. James B. Dwyer, head of Special Accounts Department at Gray & Rogers and president of the Junior Advertising Club, also participated.



Left to right: Joseph Tinney, James B. Dwyer, Jerome B. Gray

## Campaign Against Luxury Taxes

Disc jockey George Walker of WEBR Buffalo is campaigning on the side of the budgeting housewife. He has launched a drive aimed at eliminating taxes on cosmetics, pocketbooks, compacts and other so-called luxury articles, which women consider necessities.

Walker's "T. N. T." show aired Monday through Saturday from 7 to 10 A. M. is the vehicle for this campaign. The WEBR platter spinner has invited all disc jockeys throughout the country to join in his drive for the ladies.

## Watch Offer Nets Big Mail Pull

An offer of a hundred Frank Buck sundial watches to the first hundred children who wrote in and asked for them netted 2600 cards and letters for eight-year-old Betsy King, who conducts her own hour-long "Let's Have Fun" show Saturday mornings over WCOP Boston.

Tremendous mail pull, which flooded in over a period of only five days, resulted from a one-time announcement on a recent broadcast.

Betsy's show features recorded music, stories and chatter for the juvenile set and is heard every Sunday from 9 to 10 A. M.

## "Eddie Newman Show" Promotion Stunts

Believing that a zany show deserves zany promotion, WPEN Philadelphia has created several clever promotional stunts for its "Eddie Newman Show."

Topping the list of antics introducing the program, WPEN has fashioned an imitation record disc the size of a half-dollar and a quick spin of the disc gives a resume of the program. As night-spot patrons leave various clubs in and around Philadelphia, hat check girls hand them a disc, saying, "Thank you sir, and here's a tip for you."

Another promotional stunt is the "funny money" that has been issued to all Sun Ray Drug Stores in Philadelphia in one cent and ten cent denominations. Customers are unknowingly teaming up with WPEN by circulating this "funny money" which they are receiving with their change, over the entire city.

With such sure-fire promotion, WPEN feels sure the "Eddie Newman Show" can't miss.

## Disc Jockey Earns Award

Ray Dorey, platter spinner for WBZ Boston and recording artist, has received the first annual Radio and Television Best Sunroc Disc Jockey Award for his "engaging contribution to Boston's radio entertainment."

The award carries with it an all-expense-paid trip for Dorey to the Kentucky Derby as a guest of Orville C. Morrison.

## RADIO DEALER HAPPY (Continued from Page 9)

The program was originally sponsored by Colonial Frozen Foods of Washington and became an immediate success. When this business changed hands the station was deluged on all sides with offers from potential sponsors.

With the consumer market just ahead, it was decided to sell the program to Jefferson Radio and Electric Company, Philco dealer in Washington. This was done to test the genuine selling power of a program that was designed primarily for participation by the local audience. At the same time the program should be of interest to the out of town listener, since Washington is the shopping center in this area. Also, the people used as "mystery voice" are usually known equally well outside of town.

The program did sell in a unique and effective manner. During the early days of the program it was decided that a \$2 give-away per day should prove a good inducement for phone calls. This was done so that the people who wanted to "Guess Who" would do so because they wanted to join in the fun, not alone because of the prize involved. Phone calls rose constantly until a new high was reached on March 22. Don Pierce, the announcer, talked to 51 people . . . 51 different phone calls in less than nine minutes!

On checking with the telephone office, the station learned that this was just a small percentage of the attempted phone calls. Traffic during this time period, 11:15 to 11:30 A. M., Tuesdays and Thursdays was so great that the local office complained that they were unable to take care of the routine calls during that time period. Merrill Daniels, salesman and promotion manager of WRRF, recently visited the local telephone switchboard during the program. At 11:18 there were four or five calls on the board . . . at 11:19 the whole

board sprang to life. Everyone knew that the "Mystery Voice" had been played and the audience could now call.

Program averages 44 phone calls per day in less than nine minutes. The value of the program is emphasized when the awards are low. The phone calls are just as consistent when the awards are low as when they are high. "Mystery Voices" are played one time each day until identified, the \$2.00 being added each day the voice is unidentified. The highest single award to date has been \$20.00 cash. When the award reached this high, the sponsor added merchandise to make the total \$58.50. Other high awards have been \$10.00, \$12.00 and \$16.00. The people used on the program are quite pleased with the honors bestowed upon them. They are sworn to secrecy and very seldom has news of the "Mystery Voice" leaked out. Although, when a voice gets "hot," both station personnel and sponsor are asked for hints. Hints are never given. Both male and female voices have been used.

The sponsor, W. B. Jefferson of the Jefferson Radio and Electric Company, has said, "I'm pleased and proud of the "Guess Who" program. It has served to build good will for our business in the community and we can point to many sales in and out of town that have been the direct result of the program. "Guess Who" has so firmly established the name of our business to the audience offered by WRRF that often people call on us for items we don't carry. This is because when they think of anything electrical they think of Jefferson. What more could any advertiser want?"

The program has been advertised on the air, display cards and in the newspapers. WRRF found that to keep them "Guessing Who" will increase the audience and sell too, both in town and out of town.





# CONTESTS

## Movie-Radio Tie-In Used

Eileen O'Connell's "For Children Only" program aired over WMGM New York, has inaugurated a "Wizard of Oz" contest in connection with the revival of the MGM film.

Mothers, fathers and offspring are all eligible to compete by submitting drawings of the wizard. Three winners will be announced at the completion of the competition. Prizes of passes to the Mayfair Brandt Theatre and albums of the "Wizard of Oz" music, played by Joel Herron and his orchestra, will be awarded.

## Audience Writes Commercials

Listeners to Ruth Welles' "Home Forum" broadcast over KYW Philadelphia are being invited to write their own commercials these days. Novel gimmick is conducted by Mrs. Schlorer's Inc., makers of mayonaise and other food products.

Weekly contest offers prizes in the amount of \$25, \$15, and \$10 for the best three commercials submitted. Grand prize to be awarded at the completion of the contest is \$100.

Copy on behalf of Mrs. Schlorer's is limited to 100 words.

## "Name My Puppy" Competition

In a current "Name My Puppy" contest, WOL Washington, D. C., via a panel of four, is offering four registered pedigreed cocker spaniels to listeners who submit the best names for pets. Sparking the promotion are Washington personalities Art Brown, John Ball, Mike Hunnicutt and Bob Knight. The promotion scheme itself involves friendly competition among

the personalities. Contest requires no boxtops and makes no other restrictions.

Each of the four men is conducting his contest in a manner he figures will draw maximum response. All of the quartet are making personal appearances in Washington with their dogs, in theatres and in various local gathering places.

## Fashions for Housewives

Housewives throughout the country were eligible for selection as the "Spring Fashion Queen" on "Queen for a Day" aired over WGN Chicago.

"Queen for a Day" listeners were asked to submit the name of some housewife—mother, mother-in-law, sister, or even neighbor—for the "Spring Fashion Queen" contest.

Winner is to receive a complete spring wardrobe, including clothing and accessories valued at \$1,200. Semi-finalists are to receive a three-piece silk gabardine ensemble.

## WNAX Contest Winner Gets Trip

A Sioux City, Iowa, high school senior is looking forward to a ten-day trip to Washington, D. C., and New York as the all-expense-paid guest of WNAX Yankton-Sioux City.

He is Bill Kruse, who has been awarded first place in WNAX's third annual Spring Workshop, a forum competition in which about 80 other high school students from Minnesota, Iowa and South Dakota participated.

The Workshop, held at Leeds High School in Sioux City, was the climax of weekly forum discussions broadcast this winter over WNAX, featuring four students from a different high school in that area on each show.

At the all-day Workshop these students, along with their teachers, spent a period in the classrooms discussing "Are We Americans Losing Our Basic Freedoms?" with Leeds High School pupils. Then one representative from each school participated in a round robin competition



from which four finalists were chosen for a panel discussion on the same subject aired over WNAX.

### **WDET Sponsors Slogan Contest**

Detroit's WDET will award nine radios in the slogan contest it is currently sponsoring.

The UAW-CIO station wants listeners to contribute an ear-rousing station identification sentence. To the lucky and inventive first-prize winner goes a \$240 AM-FM console radio-phonograph combination.

Second, third and fourth awards are \$80 AM-FM table model radios. The next five winners will receive \$60 table model radios.

### **Song Writers Get Chance**

Two East coast radio stations are offering amateur song writers a chance to plug their products via the airwaves.

"Top Tune Time," broadcast every week over WDAS Philadelphia and WFPG Atlantic City, selects four songs each week for airing. Listeners are requested to vote on the offerings by mail. Winners reap cash awards.

The show is owned by Edward French, New Jersey real estate man.

## **BAKERY PROMOTION**

salers donated 17 of his announcements on WMBD, and the Central Illinois Light Company used eight announcements and two 100-word commercials to publicize the campaign.

A feature of the bakers' 10-minute programs was the announcement of a contest for the best recipes illustrating new uses of baker's bread.

Prizes included a lady's wrist watch, portable radio, \$35.00 gift certificate as a leading department store, and an automatic electric coffee maker.

WMBD also promoted "Buy It Baked" on its "Man on the Street," "Tiny Tot Party Time," and "Breakfast Party" shows giving away freshly baked pies and cakes daily to contestants on the programs.

### **Beauty Competition**

WWDC Washington, D. C. is circulating news release that it will once again sponsor the Miss Greater Washington contest for 1949. Promotion piece on the sponsorship gives rules for the competition and some information on what the winner will receive if she is elected Miss America.

### **Fishing May Hook Prize**

A new line in contests is being taken with the fishing derby being sponsored by WCRO Johnstown, Pennsylvania.

Program offers over \$2,000 in prizes for listeners who turn in the biggest trout or bass. Special emphasis is being directed toward improving relations between land owners and those who fish in inland waters.

Joe Schaefer, WCRO sportcaster, conducts the show, which is aired Monday and Thursday evenings.

### **Wine Recipes Requested**

Al Jarvis' "Make-Believe Ballroom" offers a new contest for listeners to the KLAC Hollywood show, sponsored by Regina Wines.

Gimmick used calls for listeners submitting recipes using wines. Fifty persons sending in the best recipes will receive all kinds of prizes, ranging from washing machines to champagne.

(Continued from Page 5)

The climax to "Peoria Buy It Baked Week" was a stage show featuring home economists Gertrude Austin and Ruth Clarke of the American Institute of Baking. The WMBD Breakfast Party broadcast supplied the entertainment.

Results of the campaign show that Peoria baker's business increased from one per cent to 27 per cent during the promotion with one baker reporting that at one time during the campaign it was necessary for him to employ more help to serve the increased flow of customers.

Representatives of the baking industry were well-pleased with the campaign and believed that many of the things accomplished, from an industrial viewpoint, were of far greater significance than immediate sales results.

## CANCER DRIVE

(Continued from Page 14)

worlds, spurred phone calls throughout the day.

Tied in with the radio appeals for funds was a door-to-door canvass made in Chester and neighboring communities, preceding an intensive house-to-house solicitation in Delaware County. Chester stores joined with a display of posters and banners carrying the slogan, "You Have a Date with Humanity," and urging contributions from customers. The terrific telephone response during the twelve hour, forty-five minute broadcast was partially explained by the policy of announcing all contributions. Majority of pledges were of one, two, and five dollars, with a noticeable tendency of listeners to make pledges in memory of relatives who had died of cancer.

Advance publicity on the program came primarily via teaser spots Wednesday, Thursday, and Friday preceding the show. Spots were made by all staff announcers and reminded listeners to "Tune to WPWA . . . All Day . . . Saturday." Contributors who phoned in Saturday were asked to call friends and tell them of the program. Increased intensity of phone calls as the day progressed testified that they were doing so. More than \$6,000 was tallied shortly after noon, with a sudden deluge late in the afternoon from persons who explained they had been working most of the day.

Cooperation and encouragement from virtually all local organizations was 100 per cent. Other local stations pitched in with what proved to be one of the most gratifying features of the unique program. Stations WFIL, WFIL-TV, WIP, and WJMJ, Philadelphia; WNAR, Norristown; WEAP and WSAN, Allentown; and WW-BZ, Vineland, N. J., either sent stars of their own shows to actively participate or prepared transcribed messages from them.

The program included personal appearances by radio, television, and recording stars such as Jessie Rogers, Sally Starr, Dick Thomas, Pete Taylor, The Sleepy Hollow Ranch Gang, Deacon Wayne, and Jack Day; former lightweight champion, Lew Jenkins; and Derry Falli-

gant, MGM recording artist. Also on the program were telephone interviews with Melvyn Douglas, Ray Bolger, John Caradine, Senator Francis J. Meyers, and Colonel J. Harry Le Brum.

Telegrams from nationally-known personalities in the entertainment world poured in during the day-long show. Congratulations and appeals were received from Betty Garrett, Art Mooney, Sophie Tucker, Blue Barron, Martha Graham, Olsen and Johnson, Gracie Fields, Billy Eckstine, and a host of others.

The show was the first of its kind to be presented by any independent radio station. By comparison with the recent 16 hour network television cancer show conducted by Milton Berle, WPWA's nearly 13 hour program has been estimated to be proportionately almost five times as effective. Approximately \$200,000 in network time was devoted to the Berle show, and one million dollars in pledges and contributions were received, making a ratio of five to one. The WPWA local show represented about \$700 in time, and drew in \$16,000, for a ratio of 23 to one.

With more than 50 per cent of the pledges in right after the broadcasts, officials of the Delaware County unit of the American Cancer Society said that 95 per cent of the pledges were expected to be collected. (Newspaper columnist Ed Sullivan estimated a collection of 20 to 30 per cent from the Berle show.)

So successful was the drive that the American Cancer Society will pass on the format of the show to radio stations throughout the nation, in an effort to spur the drive against cancer.

End result of the cancer marathon was to pile up the largest advance contribution in any previous local cancer drive, and to convince residents of the region that an independent station can be an integral part of its life. Nor was the all day show a one-time shot. A five-minute follow-up program is being broadcast daily over the station, giving the latest figures on the local drive, information about local cancer centers, and the newest releases on results in cancer research.

That showmanship goes far in putting over any venture, and especially one on radio, has been proven many times. An unusual brand of showmanship earned

marvelous results for a small community station recently when it cancelled all commercial commitments in order to devote the entire day's program to the local cancer drive.

## KILOWATT KUTIES

(Continued from Page 7)

Beginning a third season in 1949, the WGKV Kilowatt Kuties really developed into a basketball team. One of the most valuable additions to the group was a tall, six-foot-tall forward named Ramona Bolin. With this additional basketball talent, the team finished the regular season in a first place position, losing only one game in eleven starts. In the regular tournament playoff the Kuties received the runners-up trophy and each girl received individual medals.

Eleven regular games were played all together but the Kilowatt Kuties were asked to play exhibition games in neighboring cities, Huntington, Madison, East Bank, Belle and Clarksburg.

Much importance was placed on several games which were played before 3,500 screaming fans in the local Morris Harvey college field house. These were preliminaries to the regular varsity college games.

In addition to the regularly scheduled games in which girls' rules are used, the Kilowatt Kuties branched out and entered a State Tournament in Clarksburg, West Virginia, playing men's rules. They made an excellent showing, were cited for outstanding showmanship, and placed a guard, Jean Snyder, on the All-State Team. Jean Snyder also won the foul shooting contest with an eight out of ten record.

The fun, the thrill, the excitement of a good sport are all brought to the fore by the promotion that WGKV has developed.

For the WGKV Kilowatt Kuties are more than just an outstanding basketball team. Not only are they given extensive basketball training, but also they are groomed from the standpoint of representing WGKV.

Any girl is eligible to try out for the team, but aside from basketball ability the

girls are chosen with regard to personality, attractiveness and character.

Basketball schedule for the team features a little promotion itself. WGKV highlights a photo of the girls holding a basketball stamped with the station letters.

Good sports and good promotion combined are earning good publicity and public good-will for a radio station that deserves it. For with their Kilowatt Kuties, WGKV has come up with an original play that's bound to land in the basket.

## PLAYTIME EXPRESS

(Continued from Page 4)

gram of better programs on the air for children. The League committee assist in procuring scripts from their national Radio Department, handling studio sound effects, and so forth.

Dorothy Horsfall directs the show, plans the music, and generally handles the whole picture. The entire show is presented by amateurs under her supervision and direction. This season a male student at a local school of theology was the announcer. A radio student, he received valuable training through this work. Two women students majoring in literature and drama at the local junior college participated, gaining valuable help as they plan to go into radio upon completion of their schooling.

Others participating are busy business men, home makers, grammar and high school students. The group handles sound effects. They cut tape recordings, play them back, and learn where the individuals may improve. The control operator handles music and sound recordings. All members work in Little Theatre, and other such groups, and find that their participation has helped them as well as "Playtime Express."

Rehearsals of the program are held



Friday afternoons and Saturday mornings until air time. Planned to suit "children from six to sixty" the show presents many true stories, scripts based on incidents from good books for children, and a variety of other offerings.

Promotion for the airing includes radio spots and League interest in the form of book marks, distributed to 25,000 school children through the schools. This year the station used train cut-outs as book marks. They were designed by a local friend and paid for by a local department store.

These bookmarks are excellent interest awakers, and they have a large potential audience to attract to "Playtime Express." With 25,000 children to listen to the Satur-

day morning broadcasts, the show finds a satisfying and satisfied collection of listeners. Its Saturday morning hour makes it easily accessible to its youthful audience, and the nature of the show has made it a city favorite for the past five years.

Though the show is not commercially sponsored, there have been numerous requests from local concerns to let them back it. However, the station has preferred to cooperate with the Junior League in sponsorship of the dramatic series. Both WPDQ and the League have found it a successful vehicle for the forwarding of worthwhile ideals in dramatizations for children. Now, after five years of popular broadcasts, the joint sponsors look forward to continued travels of the "Playtime Express."

## TODAY'S RACES

(Continued from Page 13)

developed and the interest in racing that is bound to be aroused adds up to greater sales for the newspaper.

Fred Capossela keeps adding WMGM listeners to his audience. His voice may be more familiar than his name to local turf patrons. For years he has been the "man behind the mike" at the New York tracks, describing the running of every race. In addition to his local assignment, Capossela is the official announcer at Hialeah Park and Tropical Park. Formerly turf editor of *The New York Post*, the racing announcer is an inspector for the New York State Racing Commission.

On May 6, WMGM's "Today's Races" moves on from Jamaica to Belmont Park for the second lap of the New York turf season. Until June 11, Capossela will call the races at Belmont Park and on June 13 his broadcasts will come from Aqueduct.

Transcriptions for broadcasts are made via the Ampex recorder. At the track, the Ampex recorder picks up all the calls of Capossela as he describes the races, tells how much the winners paid and conducts

his interesting interviews with the celebrities on hand.

Capossela, with the Ampex recorder beside him, announces the races from the vantage point in the special WMGM booth located at the finish line high above the track.

It takes a combination of many things to make a successful radio show . . . a show that gets the results the sponsor is after.

The natural color and thrill of the sport of racing is one ingredient in the tasteful dish WMGM is whipping up for listeners via "Today's Races." Fred Capossela's topnotch personality spices the program format which is highly appetizing itself. There is the natural tie-in between the type of program presented and the product the sponsor is offering. No ingredient has been omitted—which accounts for the success of the formula.

All the time, however, *Daily Racing Form* is selling good sportsmanship to listeners to "Today's Races." They are selling it via an exciting, different kind of radio show. They are providing a public service for fans who cannot attend and they are building a new circle of fans. They are also selling *Daily Racing Form*.

# 1001

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JULY 1949



# S *howmanship*

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## *Your Business at a Glance*

★ What others in your business field accomplish through  
broadcast advertising, classified by business field.

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# WOMAN'S SHOW WINS AWARDS

---

**AIR FAX:** Personality interviews, advice on beauty, charm, home decoration, are featured on show aimed at feminine audience.

**First Broadcast:** July 14, 1947

**Broadcast Schedule:** Monday through Friday, 12:30 to 12:45 P. M.

**Sponsor:** Owl-Rexall

**Station:** KMPC Los Angeles, California

**Power:** 50,000 watts

**Population:** 2,904,596

**Preceded by:** "Women Are Wonderful"

**Followed by:** Newscast

---

In two short years, a young woman in Hollywood, California has created a radio program, which not only keeps a large, faithful audience tuned its way every day, but also has won for itself several citations of recognition from national as well as local groups.

That young woman is Jeanne Gray. The program with which she has worked radio wonders is her original show titled "The Woman's Voice."

Initially, the program was aired over KMPC Los Angeles under the sponsorship of a local department store. Now Owl-Rexall Stores sponsor the show and they are more than pleased with the results that have been accomplished. For women customers are important ones, and it is the feminine audience at which Jeanne Gray's show is directed.

"The Woman's Voice" aims its advertising and listener interest guns at the

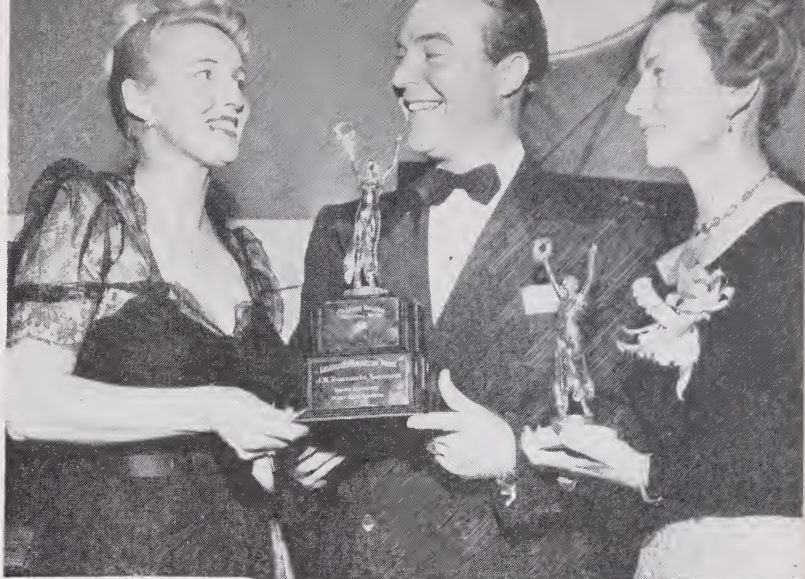
women of Southern California who are finding out, in great numbers each day, how pleasant a chore it is to tune in to "The Woman's Voice" Monday through Friday from 12:30 to 12:45 P. M.

Main feature of Jeanne Gray's broadcasts is the outstanding women she introduces to her listeners three times weekly. These personalities are prominent figures in professional, civic or social spheres throughout the country. Some of the leading feminine personalities to be heard during the broadcasts of "The Woman's Voice" are: actress Frances Langford; vocalist Jo Stafford; social and civic leader Mrs. Leiland Atherton Irish; nationally known milliner de Villar; Los Angeles Advertising Women president Mary Elizabeth AtLee; writer-lecturer Maude Merrick Boston and Mrs. Alfred Wallenstein.

Female interest in the masculine picture is not ignored on the show. Jeanne Gray always remembers to introduce the male counterparts of these personalities. She has, in the past, introduced such leading men as philanthropist Atwater Kent who recently died; author Charles Marquis Warren; actor Francis Lederer; former Union Pacific railroad head William Jeffers; and wheel chair photographer Bert Kopperl.

In addition to the presentation of such luminaries, Jeanne offers instructive material on home decoration, charm, personality, beauty, and a special department "For Women Only" in which she discusses their questions, gives advice and answers

*(Continued on page 23)*



Jeanne Gray (left) receives the coveted Frances Holmes Achievement award as the outstanding woman in Southern California advertising, from radio emcee Ralph Edwards and actress Agnes Moorehead

Jeanne Gray, herself, the woman who originated and built up "The Woman's Voice" show



William Jeffers, former president of the Union Pacific Railroad, drops in for a visit on Jeanne Gray's program







Crist Brothers, "Creampuff" (left) and Jim, launch kite and 115 balloons in big prize contest which brought to a close the mystery of the ball of string the two had been saving for three months

# Promotion Stunt

## Snowballs On WFBR

---

**AIR FAX:** Two brothers snowball odd request into important promotion stunt.

**Station:** WFBR Baltimore, Maryland

**Power:** 5,000 watts

**Population:** 859,100

---

"Morning in Maryland," like many musical clock programs, is a small three-ring circus six mornings a week.

In this case the circus is being maneuvered by the Crist brothers of WFBR Baltimore, Maryland, who are sparking the fun on their early morning disc show.

Time and time again, the Crist brothers have demonstrated that they are not unwilling to play along with their listener's gags.

That was the way the String Contest (RADIO SHOWMANSHIP, April, 1949) and Big Kite and Balloon Ascension got its start last December. The gag began when a listener heard Jim Crist say that his brother Phil saved things—in fact, he even saved string.

All of a sudden pieces of string, in all lengths and of all varieties, began showing up in the morning mail. And to prove that Jim spoke the truth about him, Phil started a ball of string and it grew and

*(Continued on page 27)*



# START THE DAY WITH A SMILE

---

**AIR FAX:** Couple write their own commercial jingles to put across sponsors' messages.

**First Broadcast:** September 13, 1938

**Broadcast Schedule:** Monday through Saturday, 8 to 8:30 A. M.

**Sponsor:** Participating

**Station:** WMGM New York, New York

**Power:** 50,000 watts

**Population:** 11,690,520

**Preceded by:** Record show

**Followed by:** Newscast

---

Starting the day with a smile is what is done by the wide listening group who switch their radio dials to Station WMGM New York every morning, Monday through Saturday from 8 to 8:30 A. M. Starting the day with a smile is also what is done by the sponsors who are boosting sales via that WMGM morning show.

"Start the Day with a Smile" is the name of the show that is producing such favorable reactions for listener and sponsor. And Lanny and Ginger Grey form the talented team whose ingenuity has made the show a top-rater with the business groups who are looking for just the right medium to sell their merchandise.

Lanny and Ginger Grey give time, temperature and weather in song form. Musical interludes are interwoven with light chatter. When Lanny and Ginger Grey started their "Start the Day with a Smile" show in September, 1948, there was an equal balance between recorded and live songs.

As the show grew older, more singing by the Greys was requested. Gradually, the amount of time given to live songs was

*(Continued on page 28)*

Lanny and Ginger Grey, singing commercial team who conduct "Start the Day with A Smile" show over WMGM, work out a few rhymes





Russ Reardon, WTOB disc jockey, is caught with his tongue tied, so listener gets chance have favorite tune played on this non-request platter show

## *Mistakes Pay Off*

What could have been a four-bell boner has snowballed into a sales-promoting, attention-getter via the maneuvers of an ingenious disc jockey.

Out of necessity, Russ Reardon, record spinner on "The Platter Shop" aired over WTOB Winston-Salem, North Carolina, created the "Catch Your Announcer's Mistake" gimmick. Now, the new feature is broadcast with much deliberation and pre-selecting of "mistake material." Since this program consists commercially almost entirely of spot announcements, copywriters have locked heads to produce some amazing mistakes for listeners to catch.

But it's all worth it when it comes to boosting sales for those sponsors. The twelve participating sponsors who are currently purchasing spot and commercial time on "The Platter Shop" can testify to

that. For the new gimmick is the kind that keeps the listeners' ears close to the radio from the moment the show starts until it is switched off the air.

Idea is for each listener to keep alert to the messages Reardon reads for the shopper's convenience. First listener who phones the disc jockey and identifies his announcing mistake has the privilege of getting his or her favorite tune played on "The Platter Shop," which is ordinarily a non-request show featuring popular discs.

To maintain peak interest throughout the program, only five of the twelve announcements are scheduled as having a mistake written in. But enthusiasm for the gimmick has zoomed so high that listeners are constantly on the phone. Reardon gets corrections of alleged mistakes on time signals, information he offers





Reardon presents Ava Gardner with copies of hot jazz collectors item discs, while wife, Doris, looks on from the background

## *For Alert Fans*

---

**AIR FAX:** Unusual disc show features planned musical sequence as well as gimmick based on announcer's errors.

**First Broadcast:** June, 1947

**Broadcast Schedule:** Monday through Saturday, 8:15 to 9:30 A. M.

**Sponsor:** Participating

**Station:** WTOB Winston-Salem, North Carolina

**Power:** 1,000 watts

**Population:** 109,833

**Preceded by:** Fulton Lewis, Jr.

**Followed by:** Poole's Paradise

---

on some recording artist, weather data and temperature. Pay-off one day was the listeners who phoned late in the afternoon, correcting another announcer on straight-read commercial copy!

Listeners have learned by this time that they have to be with Russ at the beginning

of the program at 8:15 A. M. and never leave him until the final notes of "Wild Oats" (Billy Butterfield's recording) announce the end of the seventy minutes of entertainment and music. The show is aired daily except Sunday.

Sponsors in Winston-Salem currently buying spot and commercial time on "The Platter Shop" and who are more than pleased with the sales results this disc show brings include Bocock-Stroud Company, which has a complete record department, is authorized agent for Magnavox, carries complete sporting goods, photographic supplies and an exclusive line of household small ware; Bell Bakeries, Inc., John Miller Paint Company; Robert E. Lee Hotel; Modern Tire and Appliance Company; Efirds' Department Store; Jefferson Standard Life.

*(Continued on page 30)*



# Homemakers Show

## Offers Planning Tips

---

**AIR FAX:** Homemaking program sells food products successfully via background of program star.

**First Broadcast:** January, 1934

**Broadcast Schedule:** Monday through Friday, 8:45 to 9 A. M.

**Sponsor:** Participating

**Station:** WFBM Indianapolis, Indiana

**Power:** 5,000 watts

**Population:** 455,357

---

Whether it's lard or lettuce, Mrs. Rose Lee Farrell sells groceries by the carload to the wide audience who listen to her program over WFBM Indianapolis, Indiana.

Hoosier housewives who are fans of this home planner take her tips on best buys seriously. That in itself is the best indication of how effective "Kitchen of the Air" has proved.

Ever since Mrs. Farrell started cooking on WFBM's 5000 watts in January, 1934, her "Kitchen of the Air" has been serving a lot of loyal listeners. It has also brought in the kind of sales results that keeps sponsors coming back for more. Lines from these letters demonstrate Mrs. Farrell's popularity with local homemakers. "I just can't get my work done in the morning until your program is over. I love everything you say and tell . . ." "I use many of the products you recommend . . ." "I listen to you every day and my son, little three-and-one-half-year-old Jimmy, listens too. If I almost forget to turn you on, he reminds me of it."

These are only a few of the letters testifying to the interest in "Kitchen of the Air."

Aired from 8:45 to 9 A. M. each morning, Monday through Friday the show hits the spot as far as advantageous listening times are concerned. In most cases, the children have just gone off to school and the homemaker has not started any heavy morning chores. She is ready for advice on marketing, budgeting and food preparation. And that is what Mrs. Farrell provides.

Commercial messages on the "Kitchen of the Air" are not limited to a specified number of words or minutes. They are woven into the body of the program. Often they ARE the body of the program.

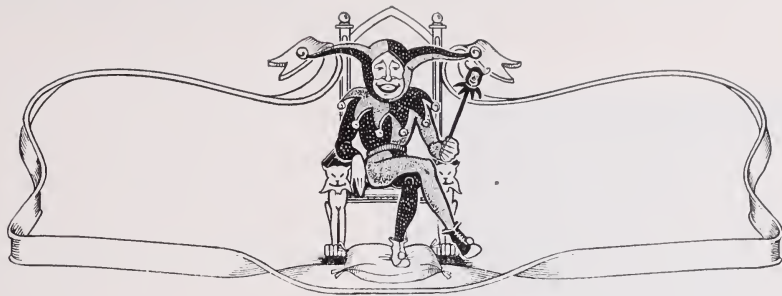
Mrs. Farrell analyzes everything she advertises, whips up new ways of using the products and then tips off her air audience. Her enthusiasm for her sponsors' merchandise has been so successfully contagious that food manufacturers and their agencies have kept her plugging for them for fifteen productive years.

Participating sponsors on the show have included companies selling wax, chocolate, cleanser, bread, frozen foods, margarine, kitchen cabinets, wall paper, crackers, cleaning fluid and lard.

Right now, "Kitchen of the Air" is sponsored by NBC Milk Bone three times weekly, Duff's Mixes five times each week, Roman Cleanser twice weekly, and *Ladies Home Journal* five times each week. Participations are available to a maximum of six sponsors daily, five, three, or two days a week.

Format of the show calls for Mrs. Far-

*(Continued on page 31)*



Judge Rhythm holds court

# BE-BOP HELPS VARIED SPONSORS

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**AIR FAX:** Program of be-bop music is sparked by personality of emcee with wide experience in jazz field.

**Broadcast Schedule:** Monday through Friday, 2:05 to 3 P. M.; Saturday, 1:05 to 2:45 P. M.

**Sponsor:** Participating

**Station:** WPWA Chester, Pennsylvania

**Power:** 1,000 watts

**Population:** 59,285

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Jive fans are getting their radio hour's worth of the stuff they love to hear with a disc show being aired currently over WPWA Chester, Pennsylvania.

"Dig it man, dig it. Let's have some more sauce, boss. Get frantic-like"

Every afternoon at 2:05 peculiar lingo just like that comes out of Studio C and over the airwaves of this Eastern Pennsylvania station.

For that is the hour when Judge Rhythm holds court for the be-bop fans. For fifty-five solid minutes Monday through Friday, and for two hours Saturday after-

noon, the Judge turns red hot discs and makes the be-bop chatter.

Interspersed with the jive talk are lively commercials which are hitting their mark with local audiences. Participating sponsors include dentists and optometrists. They vary from television dealers to clothing stores. All these advertisers have found the show effective—even though the wares and services they are offering are so varied. Time schedule of the Judge's program is good. Apparently, it hits the kind of audience at whom these sponsors are beaming their sales messages.

"The Judge" himself is WPWA staff announcer George Kent. Young, uninhibited and possessed of a rich Southern drawl, "Judge" Kent punctuates recordings with personal comments. A jazz fiend from way back, the Judge frequently stops a record which is too slow to suit the pace, buries it with some cryptic comment and plays what he considers a more appropriate bit of madness for his listeners. Even top vocalists Dinah Shore and Jo Stafford

*(Continued on page 32)*

# GAGS BUILD



Bob Poole, left, and Milton Caniff, star cartoonist, examine winning sketch in contest Poole conducted, asking listeners to submit their impressions of him. Caniff was judge in contest

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**AIR FAX:** Diverse combination of entertainment is offered by program star with unusual personality.

**First Broadcast:** August 31, 1948

**Broadcast Schedule:** Monday through Friday, 9:30 to 9:55 A. M.; Monday through Saturday, 3 to 3:30 P. M.

**Station:** MBS, New York, New York

**Preceded by:** "Tell Your Neighbor"

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Anything is likely to happen on the Bob Poole show and loyal listeners have found that it usually does.

Broadcast over the Mutual Broadcasting System, the show itself is titled "Poole's Paradise." This zany emcee sends out over MBS airwaves all varieties of entertainment from poetry to sewing hints. Bob Poole offers a highly seasoned radio platter of humor, recordings, sound effects, oddi-

ties in the news, household hints, cooking and fashions. It sounds like a strange combination, but the number of fans Poole has piled up indicates how much they like the dish. The number of extra helpings they request appears infinite.

Poole's ingenious mixing of radio amusements began at WNOE in New Orleans. He took his first fling with a program titled "Poole's Paradise." The show was aired each weekday and the star flavored it with his unusual personality.

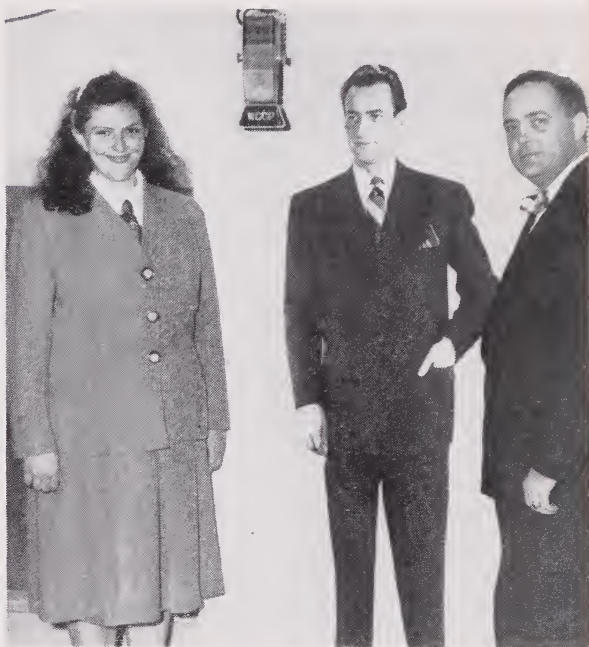
During Mutual's hunt for talent early in 1948, his name, program and achievement came to the attention of the MBS program department in New York. Given an audition network airing from New Orleans, he received the okay to bring his program to the web on August 31, 1948.

Today, Bob Poole is heard Monday through Friday, from 9:30 to 9:55 A. M.,



# NETWORK SHOW

Picture shows Shirley Hoffman, winner of Poole's contest, Bob Poole, and Carter C. Peterson, of station WCCP, Savannah, Ga.



and Monday through Saturday from 3 to 3:30 P. M.

An important feature of the Poole format for broadcasts is the interviewing of leading Mutual commercial program artists. In his own style, Poole has helped these programs immeasurably. In each instance, the big name star has complimented Bob for the easy manner in which he has plugged the commercial show. Even though the Poole show is sustaining, this plugging of commercial programs is indirectly helping those shows merchandise their sponsors' offerings and that makes Bob Poole a valuable asset to the network.

An example of the unusual on the Bob Poole show is what happened when he made an offhand remark to listeners recently. "If you'd like to see my picture," he said, "I'd like to have your idea as to just what I look like."

From every nook and cranny in the nation came drawings, sketches, cartoons. Likenesses were executed on slick paper, on wrapping paper, on napkins, and on writing paper. In the wind-up of the "contest" things took on snowball-like momentum. Finally, Poole called in one of the nation's leading cartoonists to judge the results. Milton Caniff, the personality who does the Steve Canyon comic strip selected the art work of Miss Shirley Hoffman of Savannah, Georgia.

Carter C. Peterson of station WCCP Savannah, Georgia, presented the winner with her prize.

Bob Poole is another one of those small-townners who is making good in the big city. He comes from Stoneville, North Carolina which has a population of six hundred.

*(Continued on page 31)*

# Show Has Appeal

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**AIR FAX:** Show filled with laughs and music fills sponsors' bill in Canada as well as United States.

**First Broadcast:** Canada, 1937; United States, March 15, 1948

**Broadcast Schedule:** Monday through Friday, 1:15 to 1:45 P. M.

**Sponsor:** Canada, Colgate-Palmolive-Peet; United States, cooperative

**Station:** Canada, CBC; United States, MBS

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Some like it sweet . . . some like it hot . . . but all like the way Bert Pearl and his performers sing and play on "The Happy Gang" program aired over the Mutual Broadcasting System Monday through Friday from 1:15 to 1:45 P. M. Sponsors, listeners and the "Happy Gang" cast all get peak pleasure from this show.

This is the story of a radio program so infectious, good-humored and entertaining that listeners themselves tagged it with "The Happy Gang" title.

People listened in such numbers and with such interest that it achieved top sponsor identification. And all because Bert Pearl, its star, knew that the quickest way to the heart of an audience is through a good, spirited musical show—with comedy. And audience reaction to his five weekly half-hours of music, song and comedy has proven how right he was.

Program originated in June 1937 in Canada. The MBS network in the U. S. was added in 1938. Everyone listened to the show. Fans include people in the rural areas in as great proportion as those in urban districts. Housewives listen and children of all ages lend an ear. Even businessmen, clergymen, executives, professionals find time in a busy day to relax and listen to Bert Pearl.

Cooperative sponsorship backs the show in the United States. Local station cuts in at certain determined spots in the half hour show to air the commercials of the

"Happy Gang" gathers round microphone to give out with some of that good, old nostalgic entertainment which have made them top radio stars for more than a decade

Bert Pearl, "Happy Gang" emcee, goes through zany antics at the typewriter, as he ploughs through piles of fan mail sent in by happy listeners





# In Two Countries

local advertiser sponsoring the program in the city.

In Canada these breaks contain Colgate-Palmolive-Peet commercials. This company sponsors the show in Canada. Colgate-Palmolive-Peet has sponsored the show since 1939 and sponsorship has been continuous since then.

Among the products this sponsor promoted was Princess Soap Flakes. This merchandise was launched and marketed solely through this program . . . no newspaper, magazine or other media were used. The Princess responded by becoming a top-seller in the field, so much so that, in September, 1945, the advertising was withdrawn due to inability to keep up with consumer and dealer demand.

Immediately the sponsor substituted a cosmetic line, Cashmere Bouquet, which proceeded to get the same results achieved by the Princess product. The cosmetic line got equal sales results and beautified

the sponsor's own sales charts.

In the southeast United States, a local advertiser found his success story just beginning. Foremost Dairies was that sponsor. After advertising via "The Happy Gang" they found through surveys taken in six cities that the show rated first in five out of six markets.

Within twenty-four hours after "The Happy Gang" became available as a Mutual co-op, the Lauer Furniture Company signed to sponsor it over WVET Rochester, New York.

In both the United States and Canada, commercials are presented in a manner directed at achieving direct sales results.

Colgate-Palmolive-Peet chose the show for several good advertising reasons. First of all, the company felt at the beginning of its sponsorship that a simple, fluid, light-gags-and-good bounce music routine would be a welcome relief to the housewife who likes to relax after lunch and doesn't want

Blaine Mathe, "Happy Gang" violinist, goes into musical action at one of broadcasts

Crowds gather before CBC Studios where main attraction for the day is performance of "Happy Gang" with all its fun, music and peak laughs





to hear involved, complicated dramatic shows or serious programs. Sponsors in the United States felt the same way. They were interested in a show that provided light, fast-paced comedy, plenty of good tunes, good instrumentalists which all made for easy listening. This, they reasoned was a good midway show.

A short time in broadcasting in Canada gave "The Happy Gang" show a high rating by Elliott Haynes—(Canada's equivalent to the U. S. Hooper rating) and so sponsorship continued with that top billing keeping a steady pace.

The lunch-time schedule was chosen, because it, too, had demonstrated its effectiveness. When Colgate picked up sponsorship the show had been heard in its present time segment of 1:15 to 1:45 P. M. each weekday afternoon. Already it had built up a high rating, drew large quantities of fan mail and had a regular loyal audience. It was adding more listeners all the time.

### INTESTMENT SURE

Naturally, a company could invest with the assurance of a regular set audience and with the promise of a constantly growing increase in listeners.

Several promotion stunts have been used to spark sales for show sponsors. In Canada during World War II the gang decided on a book of war tunes. Receiving a \$1,000 advance from the publishers, they donated this and all subsequent royalties for the Canadian Navy League.

A contest to select a name for Bert Pearl's dog (entries to be judged by "The Happy Gang") was run. Prizes weren't gigantic, but they aroused great interest. First prize was \$500 and total cash prizes were \$1,000. The contest pulled thousands of toothpaste cartons. As a final gimmick, the retailer who sold the carton of paste to the first prize winner was given \$100.

Other exploitational devices included a "Happy Gang" book of comic songs and a book describing in detail the various members of the crew.

Actual format for the show includes music and chatter. Bert Pearl opens the show with a billboard announcement. Then

the whole group goes into a lively tune. At various spots in the show, each instrumentalist is starred in a tune.

Pearl himself sings. Novelty tunes played and sung by the whole group are spotlighted. A serious musical spot is set for midway in the show when organist Kathleen Stokes and violinist Blain Mathe play a classical selection.

### LISTENERS SUBMIT GAGS

"Joke Box," a daily feature is just what the name indicates—listener-submitted gags of the day are told.

It's not unusual for the whole gang to laugh furiously, and genuinely, too, at a comedy routine of a gang-member because, until the routine is aired, the rest have not heard it. They work it out alone at Pearl's orders. He feels they should react the way the audience does. He feels the laughter should be real, not assumed.

When it was first aired, "The Happy Gang" became an immediate sensation because of the nostalgic atmosphere about it. People listened, chuckled and passed the word along to their friends. They liked the show because it reminded them of the good old days when the world was an uncomplicated place to live in and people could afford to be happy, when music was something to set the foot to tapping and the only reason to tell a joke was to make the audience laugh.

### GANG ENTHUSIASTIC

In developing the idea for "The Happy Gang" Bert Pearl gathered together a group of kindred spirits who could play music sweet or hot, long-hair or popular, who could tell a good story, sing a sentimental song and who knew, most of all, how to enjoy themselves with an enthusiasm that reached out of the radio and into the homes and hearts of listeners.

"The Happy Gang" cast consists of eight men and a girl.

Kathleen Stokes is an internationally known organist, who has starred in theaters as well as radio. Eddie Allen is vocalist and accordion player on the show.

(Continued on page 25)

# KYW PROMOTES NEW TOWERS

A twin tower model display, the placing of ads in 75 newspapers, special events appearances by station talent and a concentrated spot announcement campaign are the newest additions to the stepped-up campaign to promote their new twin towers, better signal reception and added coverage area by KYW Philadelphia.

Westinghouse outlet set up a series of special event appearances for staff personnel with the displaying of a miniature model of KYW's transmitter site complete with new towers.

Large window display in Philadelphia's Snellenburg's department store played up towers and appearance of Ruth Welles, director of women's programs, at the store. Mrs. Welles originated one of her programs from the Devon Horse Show at Devon, Pa.; she also broadcast recently from the Germantown Week Fair.

Stuart Wayne, conductor of the KYW "Musical Clock," made a personal appearance at Lit Brothers Department store. Further personal appearances are scheduled for station talent.

To graphically display station's new installation, KYW has built a miniature scale model of the transmitter site, complete with towers and flashing lights. Four feet in width and three feet high, the model is equipped with a back-drop which describes features of new antenna system.

Coincidentally, KYW has inserted ads in 75 newspapers throughout eastern Pennsylvania, Delaware and New Jersey,

plugging station's new antenna and better resultant reception.

In their current spot campaign station is employing novel approach to spreading the story of their signal's accomplishments. One sequence of announcements has been made especially for KYW by Bob Hope in which he plugs the new twin towers and asks for twin Swan soap wrappers for the youngsters in Europe.

Another sequence of live announcements points to historical localities in the area where programs are heard more clearly. Example reads:

"KYW's new towers bring better programs to a wider area! From Orwigsburg and Hawk Mountain to Kennett Square and Longwood Gardens. From Bordertown and Clara Barton's first school, to York, once the nation's capital!"

Hard-hitting promotion campaign began several weeks ago when KYW mounted a seven-and-a-half-foot microphone atop a Willys Overland Jeepster and sent it on a 2500-mile tour of 78 Esso Service Stations.

Follow-up has included distribution to the trade and agencies of a brochure entitled: "McCall's Pattern." Significance of piece lies in similarity of name of KYW Sales Manager and Pattern Corporation.

Currently the station also has tied in with local appearance of Ringling Brothers Circus, one feature which is a dancing clown who carries a KYW card-board microphone with a sign plugging station's new towers.



# SHOWMANSCOOPS

If you have pictures of unusual and outstanding promotion and programming projects, send them to Showmanscoops, "Radio Showmanship" Magazine. The five best photos received each month will appear in this section.

Highlight of "The Young American Club" sponsored by Foremost Dairies, Inc. over WOAI San Antonio is presentation of orchid to "Mother of the Week," selected on basis of best letter written by members. Shown is first mother to get award, Mrs. Robert Lee Moffett with son Robert Jr. Also pictured are Dick Perry, show emcee and Mrs. Elma Wylie, Foremost's representative



Pictured is emcee J. J. Cannon of "Wake Up Shake Up Show" aired over CKBI, Prince Albert, Canada, in promotion stunt to boost cancer drive. Cannon washed store windows of ten businessmen who promised him five dollars each after he threatened to do anything for a \$25 donation to the fund



Bill Riley of "Hey Bob" Show" on KRNT Des Moines, plays host to four Midwest basketball stars. Athletes saluted include from left to right: Bill Evans, Drake University; John Pritchard, Drake University; Jim McIntyre, Minnesota University; and Gene Ollrich, Drake University. Riley, who is five feet, four inches tall, boosted his height a few inches with the aid of a studio chair



Diana Hickox is the two-year-old daughter of Richard Hickox, emcee on "Yawn Patrol," morning feature on WLAW Lawrence, Massachusetts. She is now a definite part of the show because if Dad doesn't keep listeners informed as to how she is doing, he hears about the oversight quickly.

Mrs. Lura Arnold is congratulated by Colonel Elliott White Springs, president of The Springs Cotton Mills of Lancaster, South Carolina, after she won the "pyramid of prizes" on the John Reed King "Give and Take" show at opening of Spring's Recreation Park at Lancaster. Left to right are John Reed King, Mrs. Arnold and Colonel Springs



## AIRING THE NEW

### Western Singer Changes His Tune

Cliff Warren has made his bow over WOAI San Antonio, in a quarter-hour program, "Songs You All Remember."



Cliff Warren makes bow in new WOAI San Antonio show

On his new program, which is aired Monday through Friday at 11:15 A. M., Cliff will offer standard "pop" tunes, a departure from the hillbilly and western programs on which he has been featured. He will, however, include one western classic on each program, giving forth with his famous yodel.

Music is by the WOAI staff orchestra under Melvin Winters with Manuel Medel-lin, violin and clarinet; Marcus Morales, bass viol; and Dick Ketner, guitar. An-nouncer is Jack Foster.

### Help for Students

High school students who have doubts about the college careers they should select are getting some help via a new program being aired over WBMS Boston.

In cooperation with Boston University, WBMS is airing a series of six weekly broadcasts titled "Choosing a College Education." They are planned to help youngsters understand what factors are involved in choosing a college education. Format calls for two high school students from Boston area investigating a different field or profession each week.

Faculty members of Boston University and representatives of the University's School and College Relations Department answer students' queries each week on the show.

### WMAL Audience Show Gets Variety Format

"It's All Yours," a new audience participation show being aired over WMAL Washington, features emcee Gil Hodges plus a variety of games, quizzes and stunts.

Scheduled for Thursday at 10 P. M., the show will highlight the "Mystery Voice," a feature planned to give the listening audience a chance to win prizes. Idea is to have audience participants sound off in "gripe and compliment" quiz, identify musical selections by means of sound effects and compete in diverse stunts for awards.

### WONS Airls Baseball

In Hartford, Connecticut, WONS has started broadcasting all baseball games of the Eastern League.

Scheduled for airing Monday through Friday, home contests as well as those on the road will be heard over the Hartford station. Jim Morris, head coach at Kings-wood School, Hartford, will do the play-by-play descriptions.

Sponsoring the show are Bryant and Chapman Dairy and General Ice Cream Corporation for the home games, and Hartford-Connecticut Trust Company for the road broadcasts.

## Israel Life Described

Detailed descriptions of the political and cultural life of Israel are being given listeners via a new series of weekly half-hour programs scheduled by WVOM Brookline, Massachusetts.

"Life in Israel," title of the program, puts the spotlight on Dr. Alexander Brin, a member of the National Advisory Board of Educators and publisher of *The Jewish Advocate*.

Songs and stories will be the format used to explain the Israeli institutions, new literature and new composition.

## WSNY Announces Two New Series

Two new program series have been announced by WSNY Schnectady.

For automobile dealers, WSNY is offering a series of shows titled "Classified Used Car Column of the Air," to be aired Monday through Saturday from 7:05 to 7:15 A. M. Description of each car with all necessary information about it is given by used car dealers who give list of one or more autos for sale over the air.

Esso dealers of Schenectady and the immediate area have purchased an initial broadcast schedule for 448 broadcasts.

## KGVO Adds New Shows

Several new programs are being aired by KGVO Missoula, Montana.

Gold Medal Dairies is taking over a new series of talent programs limited to youngsters fifteen years or younger. The show is heard every Saturday afternoon at 1:30 P. M. Marion Dixon is emcee.

A new program called "The Cosmopolitan" is being aired each Saturday afternoon at 1:30 P. M. sponsored by the Bakke Motor Company, Lincoln-Mercury dealers of Missoula. Program features popular recorded music with format built around idea of a night club floor show.

A new full half-hour show, highlighting the new RCA Victor 45 R.P.M. records and changer, is being presented by the Missoula Furniture Mart.

## Right Category Wins Prize

"Is it animal, vegetable, or mineral?" hails the return of Bob Shannon and the "Man Says Yes" program on KMPC Los Angeles. This audience participation show, to be aired Monday through Friday from one to 1:30 P. M., is based on questions in the category of animal, mineral or vegetable and features Bob Shannon as emcee quizzing studio audience and telephone contestants.

Valuable daily prizes will be awarded in addition to grand prizes scheduled at various intervals. The program has returned to the air under the sponsorship of Klever Kook Flavoured Flour for a 52-week period.

## "Talent Quest" Debuts on WNAC

"Talent Quest" program, starring thirteen-year-old Emelie Marie of Medford as songstress of ceremonies, has made its official debut over WNAC Boston. This is a new ten-week series sponsored by Gentle's Baking Company to be aired from 9:45 to 10 A. M. each Saturday.

Each week the radio audience selects the top performer from the talent appearing by voting for their favorite. The best entertainer at the end of six weeks will be awarded a full year scholarship to the Phil Saltman School to study in that department of music which his teacher recommends as the best suited to his talents.

"Talent Quest" producers are interested in talented teenagers in junior high school or high school to appear on the new Saturday morning series. Auditions follow the show each week at ten o'clock.

## Sports Review Bows on WLAW

Harvey Chester will be featured as commentator on the new program, "Wonderland Sports and News Review" which made its bow on WLAW Lawrence, Massachusetts under sponsorship of the Revere Racing Association. The program will be heard Monday through Friday, from 12:55 to 1 P. M.



## **Sports—Music Show Debuts**

"A Day at the Races," a combined sports and musical program, is making its debut over WNAC and the Yankee Network, Boston, directly from Suffolk Downs and Yankee studios. Program will be aired each day from 2:30 to 5 P. M. and will continue through October.

Program spotlight will be turned on the call of two races daily plus the feature race on Wednesday and Saturday from Suffolk Downs, Narragansett and Rockingham during the turf season.

Babe Rubenstein will give the call of the two races on Saturday and will also relay results and prices of all races up to 5 P. M. after they are posted.

Gus Saunders will interview celebrities, owners and jockies while Winifred Pike will be in the Paddock Club each day to give the woman's angle. From Yankee studios Ken RapiEFF will add the latest news plus baseball scores and play recordings of popular hit tunes.

## **Program Helps Home Buyer**

To help the individual home buyer in purchasing his house, the Homebuilders Association of Allegheny County is sponsoring a series of weekly broadcasts titled "Your Home." The new show will be heard each Sunday at 12:45 P. M. over WCAE, Pittsburgh, Pennsylvania.

First third of each program will be devoted to questions submitted by the audience on construction, decorating, landscaping problems. Second portion of the show will feature a guest speaker who will discuss the best time to build, what type of home in which to invest. For the final five minutes a "Housing Guide" highlighting several home buys will be presented.

Members of the Homebuilders Association are conducting the series.

## **Mr. and Mrs. Team Returns**

Detroit's only Mr. and Mrs. radio team is returning to the airwaves over WJBK each Monday, Wednesday and Friday from 10:05 to 10:30 A. M.

Tony Weitzel, widely-known columnist

and his wife, Dorothy, are presenting a streamlined version of their informal chatter, gossip and interviews three mornings each week. They are covering town gossip, a poignant daily true story, reviews of stage and screen, plus interviews with top celebrities.

The Mr. and Mrs. team was inaugurated in 1946 with a daily broadcast of luncheon chatter which emanated from Detroit's Book-Cadillac Hotel.

## **Three Record Shows Bow on WFIL**

"Your Symphony," one of three new programs of recorded music scheduled by WFIL Philadelphia, is being aired each Thursday from 9 to 9:30 P. M. The program will be devoted to serious music recorded by the Philadelphia Orchestra.

A weekly half-hour program of familiar tunes is being aired at 2 P. M. each Sunday under the title, "Do You Remember?" Emphasis will be on nostalgic compositions suited to Sunday relaxation.

"Console Moods," the third new show, is set for Thursdays from 10:30 to 11 P. M. Organ music will be featured.

## **WCKY Quiz Features Mystery Tune**

Cincinnati's oldest telephone quiz giveaways, WCKY's "Quiz Man" programs, are being dropped for a new package show, "Name that Tune," a mystery song telephone quizzer to be aired every weekday from 9:05 to 10 A. M.

Listeners will be awarded money prizes for answering the name of tune being played when they are called. If the answer is correct, the participant will have a chance to identify the mystery tune which carries the "jackpot award" of at least \$100. Two dollars are added each time the mystery tune title is missed.

## **Serious Music Starred**

WFIL Philadelphia has scheduled a new program of classical recorded music, featuring serious music on RCA-Victor records. The show will be aired nightly from 11:30 to midnight, under the title, "Music When You Want It."



Scene of "Music of the Stars" program shows left to right, Paul Murphy, emcee; James T. Mahoney, program director; Burl Ives; Peggy Hall, assistant emcee

## WLAW Launches Contest for Mystery Song

A new Mystery Song Contest has been launched by WLAW Lawrence, Massachusetts, in which prizes valued at \$400 will be awarded each week to a contestant.

Starring Paul Murphy, nationally known magazine feature writer as master of ceremonies, assisted by Peggy Hall, title of the program is "Music of the Stars." It will feature interviews with top stars of stage,

screen and radio who visit Boston. Among first headliners to be aired are Burl Ives, Sophie Tucker, Arthur Treacher and Frankie Carle.

Transcribed music will also be part of the format. The contest angle highlights a few bars of a well-known song to be played during each broadcast. Listeners will be asked to identify the tune and mail in their answers.

Broadcast schedule for the show is every Monday evening from 9 to 9:30

## Series Debuts on WSTC

A new series of informative radio programs, featuring one of the nation's outstanding personalities each week, is making its debut over WSTC Stamford, Connecticut.

Scheduled for 7 P. M. every Wednesday, the show, titled "Americans, Speak Up!" is sponsored by the Stamford Clearing House Association. Bill Slater is to be master of ceremonies

Series has been designed by America's Future, Inc., to allow free-thinking and

free-talking on problems affecting the American way of life.

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## "Story Land" on WWNI

"Storyland" is the new show for children being featured on the program schedule of WWNI Wabash, Indiana.

Highlight of the program is a "Surprise Night" for the youngsters, along with one night on which the children themselves participate. Boys and girls submit poems and stories for that participation show.





## CONTESTS

### KRNT Contest Stars "Sad-Lot" Husbands

Disc jockey Don Bell of KRNT Des Moines, Iowa, recently completed another one of his promotions—a "Husbands Are a Sorry Lot" contest.

He adopted the idea from the frequent

despairing situations in which Dagwood Bumstead finds himself. Contest judge was Chic Young, widely-known cartoonist of the "Blondie" comic strip. Climax of the gimmick was a telephone recording of Young's announcement of the winner.

Lasting two weeks, the cleverest-letter feature drew hundreds of entries daily from over 130 Iowa cities and towns. Winner was Gerald Roberts, a Des Moines hosiery mill knitter.

Awards included a two-weeks' vacation for two at Brown's Geneva Beach Resort, Alexandria, Minnesota; round-trip fare; \$100 in cash; \$65 in fishing equipment; an original strip of Chic Young's; and a special Young-autographed card with a sketch of the whole "Blondie" family.



Winner of "Sad-Lot" Husbands contests registers dismay as he re-enacts scene typical of Dagwood Bumstead comic strip which inspired idea for the competition

### Letters Earn U. S. Bonds

WLAC Nashville, Tennessee, has come up with a new show aimed directly at the interests of the working men and women of America.

Listeners are asked to send in letters on

"Why I Like America." United States Savings Bonds amounting to \$3,600 will be awarded to top letters.

Program is heard six times weekly at 7:15 A. M.—rise and shine hour for majority of American workers.



## Father's Day Fun

To help small fry pay proper honor to the head of the house on Father's Day this year, WGN Chicago began a series of telephone calls on each day's broadcast of its "Let's Have Fun" program. Rewards went to tots with the best answer to quiz man Hank Grant's query, "What do you like best about your dad?"

Any child between ages of four and thirteen was eligible to be called. Grant repeated over the air the answers to the question made to him over the telephone and all answers were recorded. A panel of three judges selected the winning reply from those recorded during the entire Father's Day contest. A big jackpot of merchandise went to the winner. In addition, each child telephoned received a gift for Dad.

## Awards Given in Spelling Bee

Spelling bees are stepping out of the

classroom and into the radio studio in California. And the move has been a profitable one for those who know how to juggle the alphabet.

A \$600 scholarship and a gold wrist watch were awarded recently to the winner in the second annual Central Valleys Spelling Bee. The award was made by McClatchy stations and newspapers in California. Stations KFBK Sacramento, KMJ Fresno, KBEE Modesto, KWG Stockton and KERN Bakersfield took part in the event.

## Store Promotion Launched

To promote its newest store at Burlingame, Lucky Stores, Oakland, California (supermarkets) are launching an extensive spot campaign over KSMO and KVSM San Mateo, California. Agency is Botsford, Constantine & Gardner.

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## WOMAN'S SHOW *(Continued from page 2)*

other personal information requested. This kind of feminine interchange is particularly dear to the hearts of her listeners and it is the constant playing on that female quality which keeps her list of fans multiplying.

As a testimonial to Jeanne's success with "The Woman's Voice," she was selected by the Los Angeles Advertising Women as the outstanding woman in advertising fields for 1947. Along with that selection she was presented with the cherished Frances Holmes award.

In the publication field, she received Honorable Mention from Billboard Magazine for a leading woman's program among all 50,000 watt stations in the nation.

Radio Best magazine tabbed her the outstanding femme commentator in the Southern California area. One of Jeanne Gray's initial awards was her selection by the National Retail Dry Goods Association in conjunction with the National Association of Broadcasters, as having the leading woman's program—sponsored by a department store—in the United States.

Other memorable stops in her career include the commendation received from the Department of Agriculture for her "Budget for Four" and her appointment by the Women's Division of the Los Angeles Chamber of Commerce as radio chairman.

To the merchandising of "The Woman's Voice," Jeanne Gray, as well as KMPC, has devoted much effort. Jeanne feels her listeners are her first responsibility and quickly acknowledges all mail from them. She set up the "Woman of the Year" award. Listeners were requested to select the woman they believed was outstanding in the nation during that year. It was then asked that contestants whose names were submitted be voted upon. In 1947, the winner was Frances Langford for her work in veterans' hospitals while in 1948 Irene Dunne was chosen for her many civic and charitable activities.

Jeanne has also established a year-round practice of selecting women who have risen above the usual standards of achievement and presents them with a "Woman's Voice" certificate of appreciation.



## SHOWMANSHIP IN ACTION

### WNOC Breaks Out in Radishes

This story might be labeled "Never underestimate the power of radio."

It all started with an innocent remark on a daily street broadcast several days ago over WNOC, Norwich, Connecticut. While talking to a local gardener during the program, WNOC's program director, Bob Silverberg, asked whether the man grew any radishes on his farm, because, he remarked jokingly, "Radishes are the only things to grow."

Next day, during the street show two little girls came up to the mike and presented Bob with a bunch of radishes.

During the next morning's get-up show, the "Morning Eyewash," Bob reported the incident and suggested that, because the radishes were so delicious, anybody who wanted to visit the early morning program would have to bring a bunch of radishes as the price of admittance.

Following morning there was a parade of visitors from 6:45 to 8 A. M. When the crowd thinned out, Bob peered out from behind the radish greens to count ten bunches of the vegetable delights, and also a two pound salami, a bowl, a spoon, a salt shaker, and a jar of sour cream.

There was an immediate phone call from a listener who volunteered to bring down a "bromo."

### WMGM Sports Shows Feature Unusual Promotion Gimmick

WMGM New York, has conjured up something new to get their leading shows into the public eye. It's a personal type of advertising and it is bound to result

in increased sales as well as a greater listening audience.

One-hundred-thousand shirt-band ads on three WMGM sports commentaries have been distributed to laundries in metropolitan New York.

Printed in blue on pink, the bands call attention to the pre-game "Warm-up Time," sponsored by Truval Shirts, Chase National Bank, Piel's Beer and Buddy Lee Clothes; "Sports Extra," the post-game round-up presented by Fitch Shampoo, *The New York World-Telegram*, Kool Cigarettes and Buddy Lee Clothes; and "Today's Baseball," the re-creation of the day's big games by Bert Lee and Marty Glickman, sponsored by *The New York World-Telegram* and Nedick's Inc.

### WQXR Mails Promotion Piece of Musical Quotations

"Of Minds and Music and Profits Too" is the title of an unusual sales promotion being mailed by WQXR New York, to advertisers and advertising agency executives.

This latest sales promotion piece is a reprint of series of words of wisdom about music, sixteen in all, which appeared in the press as individual advertisements. Each page is illustrated with a pen and ink stylized sketch of the personality whose quotation is used. The book is a recapitulation of the theme of the ad campaign begun in April, 1948.

Words of wisdom used in the WQXR ads came from the writings of Longfellow, William Cullen Bryant, Browning, Goethe, Plato, Shelley, Tennyson, Pepys, Emerson, Thomas Moore. Also represented are John Milton, Sir Thomas Browne, Joseph Addison, James Beattie, Carlyle, William Cowper.

### WOL Starts Unique Act

WOL Washington, musical director, organist Charles Keaton, has been set for a new five-a-week series of half-hour shows on which he will be featured playing organ, piano and celeste.

Keaton is noted for his unique arrangements of popular tunes using all three instruments simultaneously.

## Safety Program Cited

Bob Dillon, vice-president of the Cowles Broadcasting Company and manager of KRNT Des Moines, Iowa, recently accepted the station's National Safety Council Award, presented on behalf of the Council by Ralph Branton, president of the Des Moines Safety Council.



Bob Dillon receives award given by Ralph Branton

KRNT won the honor as the result of its intensive 1948 traffic safety campaign and particularly for its "Hey Bob Show," a weekly fun-filled safety program for children. "Hey Bob Shows" are audience participation broadcasts attended every Saturday by nearly two thousand youngsters.

## KGO Presents Shows Devoted to California

Introducing a colorful quarter-hour kaleidoscope of San Francisco and Northern California past and present, Ken Carnahan, critic for KGO San Francisco, is presenting a new series of weekly programs devoted to stories of California.

Scheduled to be heard on Monday evenings at 9:15 P. M., the show, with title to be announced, will feature bi-weekly appearances of outstanding literary personalities from the San Francisco-Oakland Bay area. Introduced by Carnahan, guests will relate their own favorite stories of California history and local color.

## SHOW HAS APPEAL

*(Continued from page 14)*

A boy soprano, he turned into something more comfortable—a light baritone.

Clarinet and sax player as well as singer is Cliff McKay. Cliff has played with the Toronto Symphony, conducted his own band in Bermuda and Quebec. Jimmy Namaro does his bit with the xylophone and piano. He was soloist with the Chicago World's Fair Orchestra. A whirlwind keyboard genius, he also conducts his own orchestra. Bob Gimby is featured on the trumpet.

On the violin, Blain Mathe is featured while the bass fiddle, Joe Niosi takes all bows. George Temple attends to all production details and devotes his full time to supervising matters in the control room during "The Happy Gang" broadcasts.

Winding up the list of performers is Hugh Bartlett, the show's versatile announcer and "keeper of the Joke-Pot." Hugh selects and stages Joke-Pot stories. The dizzy voices he uses and the hilarious hats he wears are a surprise for the rest of the gang right up until program time, in keeping with the Bert Pearl policy of never letting one performer know what the other is doing until airtime.

"The Happy Gang" has made friends for itself during its radio career. It has also made friends and customers for its sponsors. In the words of Samuel H. Feldman, agency representative for the Lauer Furniture Company in Rochester, who sponsored the show over WVET Rochester, New York: "... I can tell you now the results were excellent. Lauer's have made a lot of friends and have sold lots of furniture on the strength of this radio advertising ..."

For Foremost Dairies, Mary R. Miller has written: "... I will be more than pleased to recommend 'The Happy Gang' to anyone looking for an outstanding one-half hour musical variety show. 'Happy Gang' sponsors will find themselves featuring a show that's sure to bring favorable comment, friends, contacts and best of all—Increased Sales!"





## PROOF O' THE PUDDING

### Tourneau Sponsorship Continues

Effectiveness of their radio advertising was indicated when Tourneau Watches began their fifth year of sponsorship on WQZR New York with the signing of a 52-week contract.

Contract, handled through Merwin J. Chasen Advertising Agency, is for one 25-minute night-time program each week. Tourneau will sponsor "The Diamond Horseshoe" on Wednesdays from 10:05 to 10:30 P. M. featuring recorded highlights from the world's great operas.

In past years, Tourneau has also sponsored a program of operatic music and introduced "Preview of the Opera" which featured highlights of the operas to be presented that week at the Metropolitan Opera House. This format continued throughout the opera season and the program became "The Diamond Horseshoe" during the remainder of the year. The same procedure will be followed with the present contract.

### Show Gets More Sponsors

Good programming makes for good sales results and that in turn adds up to increased sponsorship. Such is the case with "Morning Recess" which started as a half-hour, six-times-weekly show over WHTN Huntington, West Virginia and has graduated to a full hour with several sponsors.

"Morning Recess" is aired from local Cake Box cafe. Sponsors include Cake Box, Kirby Vacuum Cleaners and General Foods.

### "Magic Lady" Renewed

Lit Brothers Department Store has renewed sponsorship of the "Magic Lady" program on WFIL Philadelphia, for another 52 weeks, it has been announced by John E. Surrick, sales manager of *The Philadelphia Inquirer* station. Show is aired Monday through Friday from 6 to 6:15 P. M.

Signing of the contract indicates the advertiser's satisfaction with the show for it keeps in effect a sponsorship which has been continuous since 1943. The program, written and produced by "Skipper" Dawes, has been a children's favorite since it went on the air.

Agency for the account was Al Paul Lefton.

### Grocery Chain Renewal

A Midwest grocery chain has demonstrated its satisfaction with radio advertising via daytime serials by signing a 52-week renewal contract for three contiguous quarter hour strips over KMOX St. Louis.

The Kroger Company, one of the largest grocery chains in the country, operating more than 350 stores and super-markets in the midwest area, are now going into their fourteenth consecutive year on KMOX with three popular transcribed shows.

These are "Editor's Daughter," 2:30 to 2:45 P. M.; "Hearts in Harmony," 2:45 to 3 P. M.; and "Linda's First Love," 3 to 3:15 P. M. Shows are all aired Monday through Friday.

Agency for the account was The Ralph H. Jones Company, Cincinnati, Ohio.

### KDKA Renewal Made

Success of "Songs You Love to Hear," KDKA Pittsburgh program, has been indicated by another 52 weeks renewal by its sponsor, The Campbell & Woods Company. Show spotlights vocalists Johnny Kirby and Barbara Lee Owens; pianist Russ Merritt; organist Johnny Mitchell; and announcer Paul Shannon. Renewal was placed through Wiltman & Callahan.

## Nine Years for News Show

Format for a news program which has proved successful is "Colorado Speaks," a roundup of editorial opinion aired by KLZ Denver.

Summarizing the editorial viewpoint in Denver and in the state, the program is now in its ninth year of continuous broadcasting.

Mike Michaelson writes the fifteen-minute show. Sheldon Peterson, KLZ's news director, produces the program.

•

## PROMOTION STUNT

*(Continued from page 4)*

On "Morning in Maryland" the Crist brothers talked about the accumulation and displayed the ball of string in the studio. Four months of winding produced a ball somewhat more than two feet in diameter.

Just to demonstrate that a gag could work two ways, Phil and Jim refused to tell curious listeners what they were going to do with the ball. To all listeners, the answer was, "We'll let you know what we're going to do when we're ready."

For a couple of months, they wondered, too! Then Phil, who is quite a kite expert, decided to go-fly-a-kite with the ball of string. It was decided that the person who caught the kite would get a prize. But a minor problem arose in the course of the planning. Would the wind blow for such a gala occasion?

That could be remedied by having helium balloons handy to pull it up. Then it was decided that if they flew the kite and lots of balloons, more people would have a chance to get prizes.

While the Big Kite and Balloon Ascension was jelling the Crist brothers thought it might be a good idea to run a mystery contest to tell their listeners what they were going to do with the ball of string.

From this thought came a mystery statement. A sentence of twelve words was set up to run for two weeks on their

six-days-a-week "Morning in Maryland." Each day their audience was given a word with some letters missing. Contestants were asked to complete the word and mail it in to the Crist brothers promptly. Two winners a day were selected on the basis of correctness and earliest postmark.

Two weeks of that folderol produced quite a bunch of mail—there were 6,009 answers for final totals.

And at the end of the two weeks, the sentence turned out to be: "Creampuff decided string should venture, wild blue yonder . . . arranged gigantic kite ascension."

After the String Contest was over, the Crist brothers spent another week telling everybody about the thirty-eight prizes they had lined up for the Big Kite and Balloon Ascension. There were, among other things, theater passes, Tootsie Rolls, a bicycle, tricycle and record player. Included in the weird combination of awards was also an electric razor, table radio, portable radio, nylon stockings, kitchenware, ladies' slips, and a doll's layette. Prizes were to be awarded according to the number of the tag captured from the kite and balloons.

All together, 115 balloons were launched by the brothers and three quarters of the tags were sent back to the station to claim prizes.

When the appointed Saturday dawned it was sunlit and windless. Nevertheless, the balloons and the kite soared into the wild blue yonder, while brother Jim described the event on a special half hour program—from the roof of WFBR's studios.

Twenty-two of the tags were recovered that day, but the kite has vanished into oblivion with its first prize tag still attached. It is likely that some of the tags will never be returned. The Crist brothers said that if a kite lands in your backyard, the tag can be sent back to WFBR, where the two enterprising programmers may be able to dig up a consolation prize for the finder. Meanwhile, the Crist boys and their train of listeners had a great deal of lively fun with a gag that started with an innocent piece of string.

## START THE DAY WITH A SMILE

*(Continued from page 5)*

increased so that now practically all musical entertainment is done by the Greys and only an occasional record is aired. Now there is more music and less chatter than was scheduled at the inception of the show.

Unique feature of the Lanny and Ginger Grey program is the quality of their jingle-writing commercials. The show has participating sponsorship, each sponsor's message delivered with a special twist.

Pepsi-Cola commercial message is of the group singing variety, directed as a reminder to listeners. Little Grey Gift Shop advertising spotlights a singing commercial written and sung by Lanny and Ginger Grey. This particular sponsor's message is half-institutional, half sales in approach.

For Cuticura Products there is a dramatic piece with a sales talk. This aims at direct sales. Lanny and Ginger write the manuscript for the Empire Goldbuying Service.

Buddy Lee Clothes boosts sales by using the singing commercial approach. In this case, again, the message is written and delivered by Lanny and Ginger Grey. This announcement also uses the direct sales appeal.

A retail outlet, Buddy Lee Clothes has chosen this particular show to plug their wares because Lanny and Ginger Grey have demonstrated that they can sell their sponsors' merchandise.

They have chosen this morning show because it is scheduled for a time which assures Buddy Lee Clothes that they will hit a new audience group.

Buddy Lee Clothes, now located in Brooklyn, was established twenty years ago and is the only store under that trade name, though its organizers have since gone into the manufacturing end of the men's clothing business. They started using radio five years ago. WMGM (WHN at that time) had heavy sports coverage. Then, as now, the Brooklyn Dodgers ball games were carried. Since many of the

Brooklyn Dodger baseball club members were customers and since many of the customers were sports enthusiasts, Buddy Lee Clothes took spots preceding the games.

This sponsor has used and still uses newspapers, outdoor signs and direct mail media to spark sales. But Buddy Lee Clothes has found radio advertising an effective selling device. They have carried spot announcements before, during, and after sports commentaries on WMGM, "Warm-Up Time," "Sports Extra," "Sports Final," and "Today's Baseball." These have proved advantageous time schedules because they hit a desirable listening group. Male listeners to those shows are excellent potential prospects for Buddy Lee Clothes.

With the Lanny and Ginger Grey show, Buddy Lee Clothes are aiming for a new audience group—the early morning listeners who tune in their dials as they take their breakfasts or drive their autos into town.

Another reason Buddy Lee Clothes has chosen this show is that the firm is able to take advantage of the special dividend offered as a by-product of the unusual contract with Lanny and Ginger Grey, who are one of the foremost jingle-producing teams in the country. Station WMGM supplies, at no additional charge to the sponsor, a special commercial jingle for use on the Greys' program.

Not only do the Grey commercials please sponsors. Also, Lanny and Ginger Grey have good continuity to and from commercials. Their music and chatter keep audiences tuned in to the "Start the Day with a Smile" show. It's their clever format that keeps their listening circle growing. And the greater the listening group, the larger the potential number of sales.

Lanny and Ginger Grey's show is preceded by a morning record show and followed by a news broadcast. Their program set-up is superior in every way for putting across their sponsors' messages to achieve increased sales records. Continued sponsorship of "Start the Day with a Smile" indicates just how steadily those sales records are climbing.





## JOHNNY ON THE SPOT

### WMAQ Reports Spot Business

The 52-week renewal by Armour and Company of four 30-minute periods of the "Town and Farm" program paced business for WMAQ Chicago recently.

Renewal is for the Monday through Friday segments of the show which is aired from Monday to Saturday at 6:15 to 6:45 A. M. Foote, Cone and Belding is the agency.

Spot business for station WMAQ also included a renewal order from Richards and Associates (Pliofilm merchandise) for live one-minute announcements on the Early Bird program for thirteen weeks. Program is broadcast six times weekly at 5:45 A. M.

Through Presba, Fellers and Presba, the Beltone Hearing Aid Company contracted for six one-minute announcements weekly on the Early Bird program for six weeks.

Four station breaks and four one-minute announcements weekly for four weeks were ordered by the Chrysler Corporation, Dodge Division. Ruthrauff and Ryan, Inc., is the agency. Another automobile manufacturer, the Hudson Motor Car Company, through Batten, Barton, Durstine and Osborn, Inc., contracted for three station breaks weekly for two weeks.

Three station breaks weekly for 52 weeks were ordered by the Allied Florists Association of Illinois through Ruthrauff and Ryan, Inc.

### Year's Contract Signed

Over KNX Los Angeles, Lever Brothers Company, for Surf, is sponsoring a six-

times-weekly participation in the KNX "Housewives Protective League-Sunrise Salute" programs, featuring Knox Manning. The 52-week order was placed by Day, Day & Tarlton, New York.

### KNX Announcements

Hollywood Turf Club is sponsoring a two-weeks' series of twenty spot announcements and station breaks on KNX Los Angeles for the opening of the racing season at Santa Anita. Order was placed by the Weinberg Advertising Company.

McKesson and Robbins, through Benton and Bowles, New York, is sponsoring a nine-weeks series of spot announcements over KNX for Tartan Sun Tan Lotion.

For Pep Cereal, the Kellogg Company is sponsoring a six-weeks' series of spot announcements on KNX. Kenyon and Eckhardt, Inc., New York, is the account agency.

### Spots Summon Workers

WIP Philadelphia, in cooperation with the Pennsylvania State Employment Service, is now airing spot announcements on the "Bulldog Edition" program, Monday through Friday, at 7:15 P. M.

Announcements, calling for needed farm workers in the Pennsylvania areas, afford listeners day-by-day information as to the State's need for types of farmhands and the time to report to work.

Information is telephoned daily to John Facenda, "Bulldog Edition" newscaster, who incorporates them in his program of news headlines of the day.

### Auto Firm Places Order

Central Chevrolet Company, Los Angeles, is sponsoring a series of two weekly participations on the KNX Los Angeles "Stars in the Morning" program featuring Ralph Story.

The thirteen-week order was placed through Hunter Advertising Agency, Los Angeles.

## MISTAKES PAY OFF

(Continued from page 7)

Additional Winston-Salem sponsors of the show are Blue Bird Tire Company; Reznick's Jewelry and Music Company; Ecker's Jewelry Store; and Eckerd's Drug Store. RCA Victor also advertises via "The Platter Shop."

Typical dialogue in "Catch Your Announcer's Mistake" gimmick goes like this:

"Hutchins' Drug Store, 826 West Fourth Street in Winston-Salem is now offering a special sale price on Helena Rubenstein Face Powder. For a limited time only, they are authorized to sell two boxes for the price of one. Ladies, don't miss this grand opportunity to double your supply of Helena Rubenstein Face Powder for the price of one box. Remember, it's Hutchins' Drug Store, 827 West Fourth Street for better values . . ."

At this point the phone jumps off the hook with listeners anxious to be the first to "Catch Your Announcer's Mistake." The phone is answered on the air with the announcer correcting his mistake, taking the listener's name, request for selection, and then going back to the music.

Another error slanted for listeners might sound like this:

"Look, ladies, it's new! It's the new look for Bell, the freshest, most delicious bread in town. Yes, Bell's in a new wrapper of red, white and blue—buy it—try it! You'll be delighted too . . . when you visit your grocer, buy Bell in that bright new wrapper of red, white and black."

It isn't only the recently-innovated gimmick that makes the Russ Reardon show so popular with local audiences and with the sponsors, in particular. The Reardon personality and plan for easy listening keeps dials turned to WTOB. Once within two hours after Reardon mentioned his liking the work the Benny Goodman band did on "Undercurrent Blues," a retail record outlet in Winston-Salem reported selling 115 copies. The firm was one of the participating sponsors, Reznick's Jewelry and Music Company.

The Reardon format is unique. Most local disc jockey shows offer little else besides spots, ad libs, time signals and music. "The Platter Shop," on the other hand, attracts large audiences on its entertainment value alone. Russ Reardon incorporates a "stream-of-musical-consciousness" type programming. Here is a sample of music montage by the WTOB platter spinner:

Establish "Tony's Place" (Artie Wayne of Capitol) and let run for one chorus, fade rapidly out and into "Two Silhouettes" (Dinah Shore on Columbia) for one line of that song, fading then into "At the Candlelight Cafe" (Dinah Shore on Columbia) for half a chorus, then return to the final chorus of "Tony's Place," climaxing this mood with a full spinning of "Romance in the Dark" (Mary Ann McCall on Columbia).

Listeners get their kicks too from a stream-of-musical-consciousness-programming of "Wabash Cannonball" (Kay Starr on Capitol) into "Mountain Dew" (Grandpaw Jones on King). Here, the instrumentation and rhythm is similar, but the cap is cueing into the last half-time chorus of "Wabash Cannonball" for that knocked out steam whistle ending. Here, Reardon whips into an enthusiastic commercial reading and then piles into Tony Pastor's "Chowder Social."

Russ Reardon's sign-on summarizes his whole plan of musical action. He starts off with, "The ear is pleased and the heart replies to fashions in melody—music in the most popular mood on record, "The Platter Shop."

First broadcast of this show was back in June, 1947. Russ Reardon took over in January, 1948, to build this into a top-rated program in the region.

Reardon initiated his stream-of-consciousness idea when he first started working at WTOB. During his service as an announcer, he received national publicity in *Metronome* magazine for his work as a

disc jockey during the "New Rise 'n' Shine" program which was heard daily. The *Metronome* article described Reardon's theory using his own explanation. Said Russ, "Search for manifestations on discs of that 'silly old saw' the art of art is to conceal art, then playing disc examples of the 'haves' and 'have nots' and offering limited comment beamed to 'persuade the will and convince the intellect.'"

"Or employ a stream-of-musical-consciousness, starting off the program with a platter by the Diz, then with decreasing tempo run through discs by the Bird, Gene Ammons, new Goodman, middle-era Herman, Ella, T-Bone—and at this point, insert my own somewhat feeble efforts at interpreting the blues on the piano. Inversely, ascending in tempo with similar artists that jump the program to a screeching finale. The selection of records and my limited comment are spontaneous as the program progresses; I try to 'feel' it."

That, apparently, is the secret formula—the one that makes "The Platter Shop" the success it is.

Russ Reardon himself is now Program Director at the Winston-Salem station. He was born and brought up in San Francisco where he attended Santa Clara University. He was active in a number of dramatic productions and has had an extensive musical background. Russ played the piano professionally for a number of years, playing with many nationally known side men from name band orchestras.

This WTOB star performer manages to catch all the name-band talent and otherwise that come into Winston-Salem for one night stands. When motion picture actress Ava Gardner visited her home in Smithfield, North Carolina, dropping through Winston-Salem to visit her sister, Russ was on hand to present Ava with copies of a hot jazz collector's item discs that he had in his private jazz library. He had found out that Miss Gardner was a jazzophile, and maintained he couldn't let her leave Winston without something jazz-wise to fill out her collection.

During five years in the United States Army as ski trooper and parachutist, Reardon also developed and produced a

number of talent programs for the Armed Forces.

Now, he spends his radio time in great part, seeking out the listeners with nimble fingers and sharp ears who can "Catch Your Announcer's Mistake." Between that gimmick and the unique quality of his presentation of records, Reardon keeps everyone busy—and most important—profitably so. A little bit of ingenuity goes a long way. Listeners to and sponsors of "The Platter Shop" have discovered the truth of that statement via Russ Reardon's program.

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## GAGS BUILD

*(Continued from page 11)*

Personality, wit and humor have brought "Poole's Paradise" into the radio lime-light and seem destined to keep the show right there.

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## HOMEMAKERS SHOW

*(Continued from page 8)*

rell broadcasting right from the model kitchen in her own apartment. She makes her appeal directly to the women who must operate their homes on budgets. She not only tells them how to serve better and tastier food—she also tells them how to serve it for less.

Mrs. Farrell never recommends a recipe over the air which she personally has not tested previously. She also invites listeners to send her their \$64 cooking problem questions. This advisory service set up by Mrs. Farrell and her staff of trained assistants is bringing an ever-increasing number of inquiries. Mixed in with the menu magic on the "Kitchen of the Air" are Mrs. Farrell's always interesting observations on timely topics.

A background which includes teaching, planning and managing home service departments for the William H. Block Com-



pany, Banner-Whitehill Furniture Company, and the Indianapolis Power and Light Company has brought Mrs. Farrell in contact with thousands of Indiana clubwomen, church groups, educators and housewives. It has also given her a statewide following.

It has also given her a more than nodding acquaintance with retail and wholesale food dealers. Many a manufacturer has found a participation on her program to be the entree to the grocery trade he needed

to introduce a new product . . . to set up wider distribution for his merchandise.

On January 30 of this year, Mrs. Farrell celebrated her fifteenth anniversary with her own radio program in Indianapolis. During that time, she has built up a group of listeners who keep their ears tuned for her homemaking advice and promptly act on it. She has kept a steady group of sponsors for her show because they know she can sell their products. And that is all the sponsor wants.

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## BE-BOP HELPS SPONSORS

*(Continued from page 9)*

have been known to incur the Judge's wrath for not putting enough "oomph" into their singing. "It don't bounce, man, it don't bounce," is the way he puts it.

Sitting on the bench in Judge Rhythm's court, Kent loses himself in his work. Out of court, he'll tell you he's been associated with jazz most of his life and counts many of today's jazz masters among his personal friends.

Raised and educated in Georgia, Louisiana, Florida and Tennessee, Kent found himself in the heart of jazzland. His interest in the world of jazz frequently drew him into the back streets of Birmingham and New Orleans. There he saw and heard true jazz played in frenzied, uninhibited style by kids who played for love, not pay.

In his travels through the history of jazz, Kent became acquainted with jazz exponents such as Louie Armstrong, Barney Bigard, Earl "Father" Hines, Jack Teagarden, Cozy and Nat Cole and Gene Krupa.

He was in on the beginning of the career of "Sir" Charles Thompson, composer, arranger and pianist. Thompson, one of the foremost exponents of jazz, has been ranked alongside Duke Ellington for his contributions to the field of music. Kent has had several combo units, with himself handling the drums.

His \$2600 collection of jazz, which included classics by Bix Beiderbecke, Jelly Roll Morton, King Oliver and the Chicago

Wolverines (Eddie Condon, Gene Krupa, Pee Wee Hunt) was lost in a fire at home in Charleston in 1942.

As a radio announcer, Kent broke into the field at Charleston, West Virginia, where he originated "Fall City Midnight Dancing Party" over WGKV Charleston. He has announced several United States Treasury shows and did the announcing chores on one of Charlie Spivak's first radio broadcasts in 1940. Just recently, Kent had a reunion with Spivak when the orchestra leader was in Chester on a personal appearance tour. Their "reunion" ended with a half-hour tape-recorded interview about "the old days."

Conducting a show similar to Judge Rhythm's Court on an Atlanta, Georgia radio station, Kent built such a faithful audience and brought such excellent results to his sponsors that one of them presented him with a letter of citation and a substantial cash bonus. During the life of the show, Kent attained the highest Hooper rating in the area for that hour, and, incidentally, acquired the nickname of "Judge Rhythm."

Now on WPWA in Chester, Kent is rapidly building his program into one of the most-listened-to disc shows in the Philadelphia-Chester area.

His wide experience in the sphere of jazz makes him a natural for this show. His poise and personality are steadily building a wide following for his program and the groups who are sponsoring it.

# 1001

## RADIO PROGRAMS



### Syndicated Transcribed Script and Live Show DIRECTORY



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## RADIO SHOWBOOK



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*Indexed by  
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*Indexed by  
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*Indexed by  
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BUT

They Can Help You Sell MORE Merchandise —  
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If You're Interested In Miracles See A Magician.  
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AUGUST 1949



# Showmanship

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## *Your Business at a Glance*

★ What others in your business field accomplish through  
broadcast advertising, classified by business field.

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# S Showmanship



RECEIVED

AUG 1 1949

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# Three Corner Club

## Hits Large Group

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**AIR FAX:** "Three Corner Club" aims at the housewife, the home, and the child.

**First Broadcast:** 1947

**Broadcast Schedule:** Monday through Saturday, 9:30 to 10 A. M.

**Station:** WINS New York, New York

**Sponsors:** National Shoe, Inc.; Pepsi-Cola; Robert Hall (clothing); and an ice cream manufacturer

**Power:** 50,000 watts

**Population:** 7,455,000

---

"No baby talk" is the terse motto of Johnny Bradford, emcee of WINS' "Three Corner Club" which is, obviously, aimed at the carriage (baby carriage, of course) trade.

Bradford's "three corners" are: (1) you, (2) your home, and (3) your child. Since the "you" in this trio is the housewife and mother, Bradford could easily yield to the impulse to chat inanely about moppets, even quoting some of their clever sayings in "baby talk" dialect. But he does not . . . which is probably the reason for the show's success.

During the week, Johnny reads poetry, talks about home-making tips and does a bit of lampooning. Target of his sharp satires are would-be psychologists who mail him stereotyped material about rearing youngsters. "Most of them don't have any children," he says.

Saturday's show is different. The first quarter-hour is devoted to a complete

children's story on records. Uninterrupted, the tale is usually a fantasy or fairy story, picked especially for pre-school children. Sometimes Bradford plays simple children's songs in place of a story.

Second half of the Saturday show consists mostly of poetry, interspersed by comments of all kinds aimed at mothers and their children.

Ideally suited to the type of show is the sponsor, National Shoe, Inc., of 111 Eighth Avenue, New York, manufacturers and retailers of women's and children's shoes. National Shoe, through the Emil Mogul agency, is the sponsor of the second quarter-hour of Bradford's show, 9:45 to 10 A. M., Monday through Saturday.

### COMMERCIALS ON SHOW

Commercials for National Shoe are easy-going, informal ones, written by the Emil Mogul agency and read by Bradford. Rather than aiming for sale of a specific item, the commercials develop the entire National Shoe line, including all types and styles for both women and children.

First half of the "Three Corner Club" is sponsored on a participation basis with the current sponsors Pepsi-Cola, Robert Hall clothes and an ice-cream manufacturer.

National Shoe has sponsored "Three Corner Club" since September 15, 1947 on WINS. The firm also buys strips and spots on the Crosley Broadcasting New

Three Corner Club emcee Johnny Bradford gets good advice from two distinguished guests, John Peter and Barbara Bradford, his two youngsters



York station in cycles, depending upon the seasons of the year, and the consequent demand for the product.

Since its inception two years ago, the "Three Corner Club" has undergone numerous changes, geared at making it always more listenable.

Proof of the show's loyal following was the "clothesline for the needy," conducted by Bradford at Christmas, 1948.

### CHRISTMAS DRIVE

Boro President Hugo Rogers of Manhattan was John Bradford's guest on the "Three Corner Club" when the "Clothesline for the Needy" drive officially started on Monday, November 29.

During the drive, Bradford's show was broadcast from the New Men's Fashion Center, 1200 Broadway, which was designated as headquarters. Sol Sherman, known throughout the men's clothing industry as the Bow Tie King, and chairman of "Clothesline," aimed for the goal of 100,000 garments by Christmas, and the

Catholic Charities, the Protestant Welfare Agencies, and the Federation of Jewish Philanthropies were asked to assist in the distribution.

### GUEST CELEBRITIES

Each morning during the drive Bradford had as his guest on the "Three Corner Club" some well-known celebrity. Listeners contributed mountains of usable clothing for underprivileged families in the New York area.

Emcee Bradford is the father of six-year-old John Peter and four-year-old Barbara Irene. His eldest, John Peter, has guested on the show several times, offering his own opinions on what children like to hear.

John says his children form a "check and balance" against his show, advising him of their interests.

Whatever the technical advice, juvenile or otherwise, Bradford has succeeded in putting forth a show which effectively promotes its sponsors.

# 5 FIRMS BACK

---

**AIR FAX:** "Band Wagon" uses successful combination of live talent and recorded music to produce number one show on station.

**First Broadcast:** Spring, 1941

**Broadcast Schedule:** Monday, 9 to 11 P. M.

**Sponsor:** Co-operative

**Station:** KATE Albert Lea, Minnesota

**Power:** 250 watts

**Population:** 12,000

**Preceded By:** Network Sustainer

**Followed By:** "Music 'til Midnight"

---

Using a combination of live musical talent and recorded music has made for station KATE, in Albert Lea and Austin, Minnesota, a show which not only has an immense audience appeal, but which has proven selling ability to its co-operative sponsors.

Name of the show is "Band Wagon." It is aired on Monday nights from 9 to 11. Time was selected for the show to bolster a formerly weak block schedule on that night. But even the program manager had no idea that show would grab the success



Lee Meredith, promotion director of KATE, is a featured performer on Band Wagon Show



# MUSICAL SHOW

that it did. It not only strengthened the block it was placed in, it went on to lead that block and finally to become one of the outstanding shows on the station.

Show begins at 9 P. M. with a half hour of live talent. One of the featured performers on the show is Lee Meredith, promotion director of KATE. Along with the other entertainers he concentrates on the slow ballad-type popular songs.

"Band Wagon" has five co-operative sponsors. These include a dairy, a sports headquarters, a cafe, a jewelry shop, and an automobile agency. Each of these is an old established business in Albert Lea, one of the locations of the station.

Of course the best test of any radio program, commercially that is, is the effect it has on its sponsors and its sponsors' business. Here is where "Band Wagon" has proven its ability. For each of the show's five sponsors has used radio promotion and advertising for the past five years, and each year all five sponsors re-sign their "Band Wagon" contract. Only one of the sponsors, the auto agency, uses outside media. All the rest have found that radio, particularly the "Band Wagon" fill their public-contact needs amply.

Sponsor selection of the show was a natural. The ballads and entertainment are ideal draws for the cafe and the sports headquarters. And the jeweler gets his interest and subtle power of suggestion from the "June, Moon, Croon" type of ballads chosen for that part of the show.

Bandmaster in charge of "Band Wagon" is James "Jimmy" Delmont, who originated the show eight years ago. He still controls and takes active charge of the show.

Standard commercials are used through-

out the show. This means that the commercials are of the usual spot variety, stressing items selected by the sponsors. This type has always had the aim of immediate sales for its sponsors. Interspersed with these commercials, however, are institutional items, which the sponsors feel will be of considerable value in building up good feeling and trade relations with members of Albert Lea, their community.

A proof of the show's popularity with its listening audience can be found in the fact that it pulls more than 400 phone calls each Monday night. Most of these are requests for songs and entertainment for the show. As further proof to sponsors, though, show tags each commercial at the end with "... and tell 'em yah heard it on KATE." This old technique has worked so well that it has proven the show to each sponsor individually. Each reports that he hears this phrase many times a day.

Another advantage to both sponsor and station is the low cost incurred in the production of "Band Wagon." The only expense of the show, aside from air time, is a small fee for the live talent used. Nor is promotion expensive, since it is all done through sustaining promotion announcements during local station breaks.

One of the best testimonials for the show is the fact that KATE has not found it necessary to make any major changes in show during the past eight years. Here is an example of a station trying a new idea—mixing live talent with recorded music—and finding it working to a high commercial advantage. And wisely they have held closely to the original idea. There seems to be no reason why "Band Wagon" cannot continue its outstanding success indefinitely.

When Tom Pickering and his "Howdy-do, people" hit the air each Saturday afternoon direct from Porter's Music Store, Lima, Ohio, a full crowd of 150 fans are right there with a rousing "Hi, Tom" that shakes all of Northwestern Ohio and gives engineers gray hair. And so gets underway "Porter's Saturday Matinee," co-sponsored by RCA Victor, a show that already is being duplicated in major markets all over Ohio. Aired over 1000-watter WIMA in Lima, it is proving an outstanding vehicle for its musical sponsors.

---

**AIR FAX:** Record showmanship can beat the slump and hypo sales.

**First Broadcast:** Saturday, March 5, 1949

**Broadcast Schedule:** Saturday, 1 to 1:30 P. M.

**Sponsor:** RCA Victor and Porter's Music Store

**Station:** WIMA, Lima, Ohio

**Power:** 1,000 watts

**Population:** 60,000

---

Strong record programming is doing the job for Porter's and Victor. It is putting the emphasis where it sells . . . in the store right at the record counter. And it's making Porter's the record headquarters for those who buy records all the time or for the first time.

The formula is simple . . . a good disc jockey, good records, and good gimmicks. Tie the three into a fast-moving half-hour that has pace and purpose and the result is a sponsor-happy, listener-getting program that scores for all concerned.

Here's the way "Porter's Saturday Matinee" is planned to sell Victor and to sell Porter's. Four Victor records make up the musical portions of the program. The first is the week's best-seller. Then a Victor all-time "million-copy" seller is elected to "The One Million Club." A brand new release and a mystery band number round out the musical highlights.

Audience participation is the keynote of the entire half-hour. Three members of

# Record for Store

the studio audience compete in the musical quiz for top prizes of albums and records. All questions are based on Victor records and artists.

The mystery disc contest is restricted to the store audience, and the emcee tours the store with a portable mike looking for a correct answer. The prize each week, accumulative as long as the question goes unanswered, is an album of records. The jackpot of albums seldom tops three or four before someone makes a special trip to the show to name the band and win the prizes.

Tops in the gimmick department is stunt time, which has the studio audience standing on the chairs and hanging from the listening booths to get an unobstructed view of what's going on. Stunts are simple but laugh-provoking. One contest pitted a boy against a girl to determine which could squeeze more inches of paste from a standard size tube of toothpaste. Another lined up a team of two from the audience against the team of Don Cornell and Laura Leslie (Sammy Kaye vocalists) in an ice cream cone eating contest.

## STRONG COMMERCIALS

Commercials are handled by emcee Tom Pickering and salesgirls from Porter's record department. A strong straight pitch is made by the sales representative to lead directly into the new release that is played on the show.

Since all musical selections and the entire quiz are built around exclusive Victor records and artists, Victor identification is maintained throughout the entire half-hour and Porter's reaps more

# Showmanship Sells and Manufacturer

than the average number of name plugs in the ad-lib interviews and comments.

days when the great and the near-great come to visit.

## VICTOR SHOWCASE

Porter's Saturday Matinee is a natural showcase for Victor artists who come to town, and Victor is extremely helpful in arranging personal appearances for their people. SRO signs are out early on the

## SHOWMANSHIP DOES THE TRICK

Showmanship with records is the keynote of all successful record programming, and WIMA dishes out a generous portion to Northwestern Ohio. Programs, like the Porter show, have proved themselves to be simple in their production but giants in their results.



Just a corner of the crowd that meets Tom Pickering every Saturday in the record department at Porter's Music Store in Lima, Ohio



Relating home-movies to Hollywood's movie-makers has proved a successful promotional tie-in for a Chicago manufacturer of photographic equipment. In its first venture into radio advertising, the Bell and Howell Company has been using a series of recorded one-minute spot announcements in which fifteen Hollywood stars tell how they use Bell and Howell's Filmo camera for their home movie-making. These radio spots are made available to dealers all through the United States.

Ever since the series began about five months ago, the camera firm has been receiving letters from their dealers, indi-

Crain, Lionel Barrymore, Maureen O'Hara, Alan Ladd, Jane Wyman, George Sidney, Gregory Peck, Susan Hayward, Lewis Stone, Linda Darnell, Jimmy Durante, Ray Milland and Irene Dunne. Copy used on the Gregory Peck station break illustrates the type of message offered on all the spots:

"Hello! Gregory Peck speaking. Not long ago, right after I finished 'The Great Sinner' at MGM, I took the family up to Sun Valley for a little vacation. I don't know when I've enjoyed a trip more. And the best part of it is that we've spent hours since enjoying that vacation over and over every time we run the wonderful movies we

# ★ ★ STAR STUDDED SHOW SELLS CAMERAS ★ ★

cating overwhelming satisfaction with the advertising aid offered.

The package, "Hollywood Heritage," was put on the air in March, 1949, in six major metropolitan areas, Bell and Howell scheduled a 26-week program of dramatic radio spots, directing prospects to their dealers' stores. Stations used included WCBs, WNBC and WQXR in New York; WBBM and WMAQ in Chicago; KFI, KHJ and KFWB in Los Angeles; KQW and KJBS in San Francisco. Philadelphia and Cleveland schedules were also established. Spots were placed during evening hours in the main, and they covered each day of the week.

Spots themselves were one-minute announcements by fifteen Hollywood stars, telling how they used their Filmo equipment. Stars included Bob Hope, Jeanne

took while we were there. For some time it's been a habit of ours to be sure that our Bell and Howell Filmo Camera goes along on every vacation trip we take. And the pictures I get are marvelous. You don't have to be an expert to get that Hollywood touch in your home movies when you use a Bell and Howell Filmo."

The spots were recorded and the "Hollywood Heritage" package sold to Bell and Howell dealers for \$5 each. With each set of records goes suggested announcer copy. In the case of the Peck recording, suggested announcer copy was as follows:

"That's right, Gregory Peck! The same precision that has made Bell and Howell equipment preferred by the Hollywood studios is built into every Filmo Camera. See the new Filmos at DEALER NAME AND ADDRESS—and be sure to ask them

to show you the new Bell and Howell 16mm Filmosound projector!"

Currently the company is vigorously promoting wider distribution of the records to its dealers through literature pointing out sales results. Bell and Howell's dealer arrangement now provides two series of recordings for local dealer use—fifteen one-minute spots and the same number of 15-second spots, each complete with suggested announcer-copy. Dealers in any one area are encouraged to contract mutually for radio time, dividing the spots to give individual rather than group sponsorship.

To illustrate the way one-minute spots

---

**AIR FAX:** Camera firm aids itself and its dealers through radio spots featuring transcribed testimonials.

**First Broadcast:** March, 1949

**Sponsor:** Bell and Howell Company, Chicago, Illinois

---

ment is used in several Hollywood studios.

Bell and Howell Company, itself is a veteran photographic equipment manufacturing firm at 7100 McCormick Road, Chicago 45, Illinois. It was founded in 1907. Its retail dealers hit the home market for amateur movies, and in addition the company has special representatives



Margaret Ostrom, advertising manager of Bell and Howell Company, explains her choice of one-minute radio spot announcements

were cut down to 15 seconds, here is the shortened Gregory Peck message:

"Hello, this is Gregory Peck. I've just finished work on "The Great Sinner" for MGM. And for real recreation I enjoy my home movies which I take with my Bell and Howell Filmo Camera.

Suggested announcer copy on this runs:

"See Bell and Howell Filmos, and the Filmosound 16mm projector, now—at DEALER NAME AND ADDRESS."

#### AIM FOR SALES

Immediate sales are attempted on these commercials, of course, and Bell and Howell dealers receive the benefit of the prestige the firm has gained in the professional equipment field. B. & H equip-

who handle industrial sales. The "Hollywood Heritage" package is now being used by approximately 12 per cent of Bell and Howell's dealers. (Number of dealers approaches 3,000.)

To date, dealer reports indicate overwhelming public interest in the type of home-movie equipment selected by "insiders" of the Hollywood movie industry, according to Mrs. Margaret Ostrom, advertising manager of Bell and Howell.

In explaining why this particular type of show was chosen to spark the sales of the sponsor's products, she states, "We find that the movie-star testimonials, which include such top-ranking stars as Gregory Peck, Susan Hayward, and Bob Hope, carry over into the home movie field the accepted leadership and prestige which

Bell and Howell has held for years in the professional photographic industry."

### OTHER ADS USED

No other radio promotion has been used besides the spot announcements, although the sponsor has used newspaper and magazine advertising to promote the Filmo. However, this big radio sales idea has brought in an abundance of sales and dealer-good-will.

To promote the star-studded package, literature was sent to dealers and radio stations. A letter was sent to all dealers in areas covered by the Bell and Howell series of spots, it included a folder and transcript, and gave the broadcast schedule. It then suggested, "Don't lose any time in investigating this remarkable opportunity to tie in with our powerful promotional program . . . study the enclosed folder and transcript of star spot recordings with suggested announcer copy . . . fill in the attached order blank . . . phone your local radio station *today*. Act now to take advantage of this unequalled offer to help you build record sales."

### SIMILAR LETTER

A similar letter was mailed to dealers in areas not covered by the Bell and Howell schedule. Including folder and transcript, it gave the same suggestion, but began by stating:

"A powerful sales-building tool is ready for your use! Now you can put Hollywood pulling power to work for you via your local airways."

To radio stations all over the country, the camera firm mailed the following letter, including folder and transcript:

"There's real customer potential in the new Bell and Howell spot radio program described in the enclosed folder. Bell and Howell dealers in your area are now being offered this material for their own radio spot announcements.

"You'll find that it will pay to contact these ready-made prospects without delay—they're in the market for radio time."

Mrs. Ostrom sent a letter to dealers who

ordered the star series, in which she warned them to "be ready for potential customers when they come in . . . back up powerful advertising appeal with convincing demonstrations . . ."

### SALES MESSAGE

A top-notch sales message went out from Virginia Morrill, sales promotion manager of Bell and Howell. To all B & H dealers she advised, "Use Hollywood to sell for you via your local airways. Recorded personal preference of famous movie stars will bring the crowds to you for Filmo cameras and projectors.

"Favorable reaction is reported by hundreds of Bell and Howell dealers now using the Hollywood Heritage story. Don't miss this chance to increase sales and good will . . . put Hollywood pulling power to work for you.

"Cash in on your opportunity *now*! You can't afford to overlook the high sales potential of top-name endorsement. Read the enclosed folder for full information on the star spot recordings and suggested announcer copy . . . fill in the attached order blank . . . phone your local radio station *today*!"

### BROCHURE SENT

In addition, a brightly colored brochure was sent to all B & H dealers stressing the fact that film capital celebrities work for them, and the important factor that the only cost aside from air time was \$5.

The whole idea—from the spots run by Bell and Howell to the ones purchased by their retailers—has been the kind of sales promotion dealers dream of receiving from their manufacturers. It has been profitable for the camera firm, the dealers and radio stations which carried the spots. A triple-threat program, it has received commendation and testimonials from dealers all over the country. It is an outstanding example of the results which can be achieved when showmanship is used on the radio air waves.

### TESTIMONIALS



"We have been using the one minute spots for the past four weeks and they seem to have considerable appeal. I know of one positive sale of a 70DA complete and another Sportster which were direct response to these announcements. We have been putting on the "Camera Clinic of the Air" with a question and answer division, a late camera news and notes discussion. The response has been so gratifying that I am now thinking of having two programs per week."

—PETERS PHOTOGRAPHIC SUPPLY COMPANY,  
Winchester, Virginia.

"We think this is very fine advertising and would like to continue."

—BENNETT DRUG STORES,  
Billings, Montana.

"We believe that this material will help all dealers as it has us."

—CULLI'S CAMERA STORES,  
Corpus Christi, Texas.

"We are of the opinion that we are receiving good results because we have had customers inquiring for Bell and Howell equipment that we do not believe would have come into our store unless they had heard these spots. We believe it is good advertising."

—TULSA CAMERA RECORD COMPANY,  
Tulsa, Oklahoma.

"We've had a lot of comments on the Movie Star recordings and do believe it has helped us in additional sales on movie equipment."

—RUDY MOC STUDIO,  
Lorain, Ohio.

"They go over good. Very ear catching."

—EPKO FILM SERVICE,  
Fargo, North Dakota.

"Favorable comments all around."

—THE CAMERA SHOP,  
Geneva, New York.

"We think this a splendid idea and it is working out fine."

—SKINNER'S PHOTO SHOP,  
Lewistown, Montana.

"Have had much favorable comment on spots by customers."

—BATES CAMERA SHOP,  
Atlanta 5, Georgia.

"Spots are very effective and we hope you will continue with similar spots of as high a calibre."

—MARTIN DRUG COMPANY,  
Tucson, Arizona.

"We highly favor this and think it a very clever idea."

—H. W. FISHER PHOTO SUPPLY COMPANY,  
St. Paul 1, Minnesota.

# D-J AIRER IS TOP-RATE SHOW

A new disc jockey airer in Philadelphia has rapidly established itself as a first-rate show in the area and a good sales vehicle for its seven sponsors. Broadcast over 5,000 watt WPEN in the Quaker City, "The Ed Hurst Show" features tunes that are old and new, six days a week.

Although the show has been on the air only a short time, it already has a good

Hooper. This is probably due to the fact that DeeJay Hurst has a gift of gab, and is expert when it comes to popular music. He knows his listeners' tastes, and tries to give them just what they like best. From the amount of laudatory mail he receives each day, the station judges that he is giving his audience just what it wants.

Hurst, before starting this show of his

Ed Hurst, WPEN disc jockey, now conducting his own show in the Quaker City six days a week



own, split deejay chores with Joe Grady on WPEN's "950 Club" which is presented every afternoon. He still retains his part on the afternoon program, while running his own tune show.

On weekdays Hurst's program is aired from 12:15 to 1 P. M. On these five days Ed presents tunes of yesteryear and also current show tunes. Each Saturday the show is aired from 12 noon to 1 P. M., and Ed varies the show by chatting informally with famous personalities of radio stage and screen—the people who make the records.

### TUNES ARE PLUGGED

Ed adds another facet to the show's format. He plugs tunes he considers good, and has many times made them hits in the Philadelphia district. Not only are WPEN and the public aware of this, but also record companies and songwriters in New York. A few weeks ago Jack Lawrence, who wrote the words and music of such hits as "Linda," "Symphony of Love," "If I Didn't Care," "Sunrise Serenade" and "Yes, My Darling Daughter," visited Philadelphia to see the disc jockey about plugging two new Lawrence songs. He had been told by show people in New York that Hurst was the man to see in Philadelphia.

Hurst agreed to promote the tunes, since he feels they are good. In regard to plugging any good tunes, he states, "I get a great feeling of satisfaction if I can make a tune a hit."

Giving his listeners credit for knowing a good tune when they hear it, he followed up the Lawrence agreement by asking his fans to write to WPEN, letting him know which of the tunes they felt would be the bigger hit. Songs are titled "The Greatest Mistake of My Life" and "Lingering Down the Lane." Mail returns on the question have been numerous, and at the same time both melodies are climbing the ladder of popularity in the music world.

While the show and the tunes it features are growing in popularity with the audience they reach, sponsors of the program are becoming completely satisfied. Participating sponsors of the show represent varied lines

---

**AIR FAX:** "Ed Hurst Show" features tunes old and new, to promote seven sponsors of new show.

**First Broadcast:** May, 1949

**Broadcast Schedule:** Monday through Friday, 12:15 to 1 P. M.; Saturday, 12 to 1 P. M.

**Sponsors:** M. London & Company, St. Joseph Aspirin, Wildroot Cream Oil, Bailey Furniture Company, Colgate-Palmolive-Peet Company, Dolcin, The Philadelphia Modeling School.

**Station:** WPEN Philadelphia, Pennsylvania

**Power:** 5,000 watts

**Population:** 2,898,644

**Preceded by:** "The Frank Ford Show"

**Followed by:** "The Tommy Dorsey Show"

---

of business, but all are gaining results from it since high listenability assures their message a good audience.

Sponsors during the week include M. London and Company, Fifth Street and Girard Avenue, Philadelphia; St. Joseph Aspirin, 121 South Second Street, Memphis, Tennessee; Wildroot Cream Oil, 1740 Bailey Avenue, Buffalo, New York; Colgate-Palmolive-Peet Company, 105 Hudson Avenue, Jersey City, New Jersey; Dolcin, 683 Fifth Avenue, New York City; Bailey Furniture Company, 635 Market Street, Philadelphia. On Saturdays fifteen minutes of the show are sponsored by The Philadelphia Modeling School, The Perry Building, 16th and Chestnut Streets, Philadelphia.

### SHOW WELL PLACED

One reason the show reaches so large an audience is that it is placed at a good hour on the broadcast schedule. It runs between two musical programs, at an hour of the day when radios are turned on in most homes. Housewives hear it, as well as teen-agers home for lunch between school hours. The important listening group, however, is the former. Since all the sponsors are advertising products for home use, they reach the audience they are aiming at.

Preceding Ed Hurst's show on the WPEN schedule is "The Frank Ford Show," a program which features classical music and

*(Continued on page 32)*



# PHONO-QUIZ

**AIR FAX:** Phono-Quiz promotes hardware store by presenting music and awarding prizes

**First Broadcast:** December 13, 1948

**Broadcast Schedule.** Monday through Friday, 12:05 to 12:25 P. M.

**Station:** WCCM Lowell, Massachusetts

**Sponsor:** Scott Hardware Company

**Power:** 1,000 watts

**Population:** 101,390

**Preceded by:** Noonday News

**Followed by:** Local Merrimack Valley News

Last year a hardware company in Lowell, Massachusetts found a program on a local station . . . one which did such a good advertising job for the firm that they wouldn't consider changing it.

Sponsor was the Scott Hardware Company, 446-451 Bridge Street, Lowell; show was the Scott Hardware Phono-Quiz, featuring recorded tunes of today and yesterday . . . popular music . . . music everyone likes to sing or whistle. Broadcast Monday through Friday, from 12:05 to 12:25 P. M., the show also offers prizes to listeners.

Tom Frank, program director of WCCM, personally handles production of the show, and also announces it. Between musical numbers he gives the audience clues, and each day a different question is asked. Five minutes before sign-off, Frank invites telephone calls from the listening audience, and the first three calls which supply the correct answer receive two guest admission tickets to the Strand Theatre, one of Lowell's finest movie houses. Additional calls are referred to the store, and small prizes are awarded to winners.

First broadcast of the show was December 13, 1948. The original schedule called

for a trial period in the month of December, but the show got off to such a fine start and took hold so quickly that not one broadcast has been missed since its inception. Phil Rubin, Lowell sales manager of WCCM, sold the show originally and has worked closely with it.

Since the program first went on the air, it has received a veritable barrage of phone calls. Each day three winners are selected and they receive letters which they take in person to the store to pick up their guest admission tickets to the Strand Theatre. Those who are unsuccessful in getting their calls in to the station during the broadcast are asked to phone the store with the answer. If answers are correct, contestants receive a gift from the store . . . a bottle of furniture polish.

Program has brought a considerable number of people to the store, and has made new customers plentiful. Frequently, on the air, a contestant will mention the fact that he has bought a television set or a room of wallpaper. It's an ideal opportunity to informally discuss the merits of the store and the fact that the listener has already been there, looked around, purchased some articles. Listeners are happy

# PROMOTES HARDWARE

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to talk about the values available.

Recently the program had a call from a woman who was practically bubbling over with enthusiasm about a lawn swing she had purchased at the store for \$39.50. As it happened, she had called with the correct answer the week before, and during the course of her conversation with Tom Frank she asked if the store carried lawn swings. This particular sale was attributed directly to the program.

The sponsor, Phillip Lipinsky, believes that the most effective type of commercial for the show is the spontaneous type of enthusiastic discussion about the store, ad libbed by the announcer. Tom Frank makes periodic visits to the store, which is one of Greater Lowell's largest. He selects various departments and items to talk about and frequently chats informally about them with the various persons who phone in with the answers. There are occasions when specials are referred to, but generally the copy is institutional in nature. It serves to keep the name of Scott Hardware before its public.

Scott Hardware Company was founded in 1901 and has been in business constantly since that time. The present management took over the store on June 26, 1946, and has spent a considerable amount of money and effort in making this store Lowell's finest hardware store. The site was enlarged and modernized, and a new store front entirely changed the former set-up of the old type hardware store into an up-to-date merchandising establishment.

The store used its first radio advertising on December 13, 1948, and has been enthusiastic about results obtained. Lipinsky of Scott Hardware has always be-

lieved that radio advertising is effective only if it is used consistently over a definite period of time. He feels that commercial messages must be pithy and timely. The Scott Hardware Company has such a widely diversified stock that there are always on hand in quantity and variety the items that attract the interest of the buyer.

In addition to its radio advertising, the store uses other media as well. Newspaper ads have been used, and Scott's has also developed a very effective "point of sale" campaign using attractive posters and cards within the store.

As for promotion of the show itself, the hardware store has boosted it through attractively painted signs and displays within the store and at various other locations in Lowell such as the lobbies of theatres, and other public places.

Both the format and the broadcast schedule of the program have combined to aid in its success. The show is preceded by Noonday News, of national and international import. It is followed by Local Merrimack Valley News. The specific time for the show following the 12 noon news was chosen because it is a period in the industrial area when many people are at home having luncheon and are looking for a program featuring good music and a little game to play.

The particular type of show was selected to build store traffic in the new and modernized Scott Hardware Store. Response to the show has been exceptionally good and serves the several purposes of promoting the Scott Store, providing entertainment for old and new customers of the company, and promoting considerable interest in the winners of the contest each day.

# *Western Program*

## *Top Bread Seller*

This is a story of success. That word "success" should probably be set in capital letters, or even in neon tubing, because this is one of the most amazing success stories in the annals of modern business.

This is a story about a radio program that has sold a great amount of bread, and which is one of the "selling-est" programs ever built.

When the Cisco Kid and his pal, Pancho

the master story-teller, O. Henry, many years ago, no one would have believed that his flamboyant creations would some day become the best bread salesmen in the nation.

O. Henry pulled the Kid out of the rare air surrounding a fiction writer, and set him down on paper. He dreamed up a swashbuckling rider of the range, a Robin Hood from Arizona who dedicated himself to helping the needy, protecting the weak,

Butter-nut supervisor Charles Hempfling pins the "C. K. Ask Me Today" badge on grocer C. R. Spradling in Covington, Kentucky





and preventing crime and violence. Cisco Kid was no timid soul with the ladies, either, which made him astoundingly different from the usual range-rider, and which certainly perked up the interest of adult audiences.

Pancho? Well, Pancho was along for the ride, you might say. With his thick Mexican accent, with his equally thick midriff and yes, even his occasionally thick thinking, Pancho formed a relief for the cool, clever Cisco Kid. Pancho might have been short on his sidekick's brains and cunning, but he was very long on the virtues. He did not know the meaning of such things as disloyalty, dishonor and unkindness. Pancho was a "good guy," and no one found him anything less than charming.

### BORN AS SHORT STORY

With ideas like these, the Cisco Kid was born—as a short story. The story was published, and the public clamored for more. Now, it is at this point where the happy ending is figured in real life. His story was popular, the public wanted more, and he had his acclaim. Actually, this was only the beginning of a saga which is of special interest to bakers all over America.

Let us round out this picture of Western fiction and the Cisco Kid. It will help to explain why the Cisco Kid exists today as a remarkable bread salesman.

There is no secret surrounding the fact that American kids up to their dotage think Western stories are wonderful. The magazine *Time* stated in the February 28, 1949 edition: "Exhibitors are agreed that they have never had a first-class Western that was a box-office failure." It's no secret, either, that the tale of Robin Hood is one of the most stirring and beloved in fiction.

Cisco Kid combines the Western action story with the nobility and charm of a Robin Hood character. Pancho, Cisco's hungry companion, is a wild west version of Friar Tuck, the companion of Robin Hood. When America's favorite kind of story and its favorite kind of hero-pal combination are joined into one radio program, the result seems unbeatable on paper.

In practice—in putting Cisco Kid on the radio—the program has simply caught fire: Cisco Kid is just about the hottest thing in radio today. Of particular interest to readers of this magazine is the fact that his program has sold bread like nothing else ever has.

The Cisco Kid is no stranger. He has been read about in the works of O. Henry, he has appeared in some high-budget Western movies—one of which was the only Western to capture an Academy Award—and, for the past three years, Cisco Kid has been on the radio, on the West Coast. Despite the success the Kid had known before, it was as nothing compared with his rise in radio.

### BAKERY SPONSORS

On February 26, 1946, Interstate Bakeries, Incorporated, began sponsorship, of a series of thirty-minute radio shows, based on the Cisco Kid stories, for Webers Bread. It was the Kid's first appearance in radio. He and Pancho were brought to the microphone with taste and with zest. Three times a week, in cities up and down the West Coast, the Cisco Kid and Pancho romped through tales of high adventure, of romance, intrigue, and the curiously direct law of the open range.

It is one of the great truths of radio advertising that it takes time to build a listening audience. When a new show is placed on the air, there is the usual listener-resistance to something new; he prefers to listen to what he is accustomed to hearing at a particular time. And, by the same token, an audience once built is not easily lost. Listening habits are what the name implies: habits. However, the engaging, romantic Cisco Kid upset the traditions of radio in the same grand manner he upsets the fictional forces of evil. Within a very short time, Cisco Kid was climbing very rapidly up the ladder of popularity, and presumably even stealing audiences from other shows.

### GAINS AUDIENCE

Incredible as this may seem, the Cisco

Kid, within a matter of a few months, had gained a larger audience than either the Lone Ranger or Red Ryder! The Lone Ranger, for example, has been a radio standard in the field of Western radio drama. It had been on the air *ten years* when the Cisco Kid stepped before a microphone. Yet, when the Hooper Reports came out covering the period of May through September, 1946, the Cisco Kid was already on top! He had nearly half again as many listeners as either the Lone Ranger or Red Ryder! The Hooper Reports, which are one relatively accurate way to survey listener audiences, and which are the ones most commonly used, showed conclusively that the Cisco Kid was moving up faster than it seemed possible for any show to move, no matter how good it was!

#### HOOPER-RATINGS

The May-September, 1946 Hooper showed, for example, that the Cisco Kid's rating was 7.1 as compared with 4.7 for the Lone Ranger, and 4.5 for Red Ryder.

In the May-September, 1948 Hoopers, it was evident that after nearly three years on the air, Cisco Kid was stronger than ever. Cisco Kid gets the audience! In Portland, Oregon, for example, Cisco Kid is the highest rated show over KPOJ on Friday nights. In San Diego, Cisco Kid showed a Monday night rating of 8.3, as compared with the Lone Ranger's 4.8 and Red Ryder's 3.5. In Los Angeles (this is till the May-September, 1948 Hooper) the weekly average of the three-times-a-week show is 6.4, while the Lone Ranger's is 6.1 and Red Ryder's, 5.9. On Monday nights in Oakland, California, Cisco Kid gets a 7.8 rating, compared with a Tuesday night rating of 4.8 for Red Ryder. In San Francisco, the weekly average for Cisco Kid is 6.5, while Red Ryder's is 6.3, and the Lone Ranger's, 6.1.

The latest Hooper report is further proof that there is no stopping the Cisco Kid! The average Pacific Hooper, for January of 1949, shows that the Cisco Kid has a rating of 8.6! That figure, 8.6 is an average of all the cities where the program is carried—further proof that the Cisco Kid

continues to climb in popularity.

The story of Cisco Kid's success is especially amazing to those who specialize in analysis of Hooper Reports. The Cisco Kid rose extremely fast, and then stayed on top. In just three years, on the West Coast, Cisco Kid has become king of the Western radio dramas.

#### UNIVERSAL APPEAL

Of great importance to the advertiser is the fact that Cisco Kid has a universal appeal. There are thrills aplenty for every member of the family. There is simplicity and action for the youngsters, escape and reason for men, and romance and intrigue for women. The seemingly insignificant fact that Cisco Kid has a roving eye is responsible for much of his success. Romantic interest is written into the script with such skill that even the youngsters enjoy it.

The taste and skill with which Cisco Kid is written is of great importance. Basically, the Kid is an active proponent of law and order. His methods are always honorable. He deals with men in an honest fashion. The sordidness of crime is always emphasized and crime itself is never glamorized. Each show is a complete story in itself, which reduces the tensions inherent in the usual "cliff-hanger," and each show attempts to end on a humorous note, in order to drive out any lingering nervousness on the part of youthful devotees. In short, the Cisco Kid is not only good entertainment, for young and old, but it is custom-tailored to be the *right kind* of entertainment. Parent-Teacher Associations, in the West, have endorsed the program for their children and students—which is an important and meaningful stamp of approval.

#### SIX-YEAR RENEWAL

The success of Cisco Kid in every department was, naturally, pleasant for the sponsors, Interstate Bakeries, Incorporated. In fact, in one of the most unusual reassurances ever shown in the radio business, after three years on the air, Interstate Bakeries renewed the Cisco Kid series for *six more years!*

That is a long contract. It exhibits a confidence in a radio program that is seldom surpassed. But the confidence shown by Interstate Bakers is inspired by more than the mere drawing power of the program. The real reason is that *Cisco Kid* sells bread!

The best summation of this is given by the president of Interstate Bakeries, Ray Nafziger. He stated:

"The success of 'Cisco Kid' in our West Coast territory is so outstanding that it needs no further proof. We have found in the past two years that the program, against the toughest kind of competition, has averaged an 8.0 Hooper rating, and that is higher than any show we know of that is primarily designed for children and incorporates a tremendous adult audience.

"'Cisco' has certainly sold a lot of bread for us and we are looking forward to continued increase of sales through this outstanding advertising medium.



"We have added all of our Butter-nut territory to the 'Cisco Kid' list since our use of the program on the West Coast during the past three years has shown 'Cisco Kid' to be a real bread salesman.

"Enclosed please find our renewal contract for six additional years of the 'Cisco Kid' radio programs for the entire territory served by Interstate Bakeries Corporation."

#### EXPANDS BACKING

Interstate Bakeries is expanding its sponsorship into all its territories. It goes without saying that bread sales in the newly-sponsored areas will increase for Interstate. A statement such as that can

be made safely after the remarkable sales records set on the West Coast—as a direct result of sponsoring the Cisco Kid.

The Cisco Kid has, in three years, become big business. Its past success made it imperative that the program be made available across the country. The Frederic W. Ziv Company, the largest producer of transcribed radio programs in the world, producers of *The Cisco Kid*, is making the program available coast to coast.

The technical excellence of the Ziv transcriptions is of the highest order, a fact attested to by Interstate's expansion of "Cisco Kid" to all their markets, not only on the West Coast but in the Midwest as well. The transcriptions allow commercial time for the local announcer to tie in the sponsor's individual messages more closely with local conditions.

Schultze's Butter-nut Bread recently began sponsorship of the program in eleven midwestern cities: Des Moines and Shenandoah, Iowa; Grand Rapids and Muskegon, Michigan; Omaha, Nebraska; Chicago, Peoria, Springfield and Centralia, Illinois; and in Cincinnati, Ohio.

In the two-week period before the Cisco Kid went on the air, in each of the cities, a most intensive and successful promotional campaign was carried out. The methods employed to attract the public's attention to Cisco Kid serve as a model of this type of promotion.

#### KEY WORDS

The key words of the early days of the pre-broadcast campaign were "C.K. Watch for the day." The city in which the campaign was starting broke out in a veritable rash of these words. They appeared on truck cards, in store windows, in wrappers, on postcards, in radio spot announcements, and in badges worn by company and grocery employees. As the public's interest rose, the catchwords were expanded, the hints made broader. In the radio spot announcements, the voices of the Cisco Kid and Pancho were actually heard, discussing C.K.

Approximately a week before the program went on the air, grocery store per-



sonnel and company salesmen wore big badges which said, "C.K. Ask me today." When these persons were queried as to what C.K. meant, by a now-curious public, they explained that Cisco Kid was going on the air, giving the station and the time.

A few days before the program went on, the Schultze salesmen all wore authentic Mexican sombreros while going about their work. A paper hatband contained the phrase, "C.K. Ask me today." Naturally, much attention was attracted their way. It is well to note at this point that there was a great deal of enthusiasm for these novel promotional measures. Company salesmen and store managers were enthusiastic about the plans, and fell in with them whole-heartedly.

Grocers wore large badges containing the words, "C.K. Ask me today." To the youngsters visiting the stores were given smaller replicas of these same badges, along with instructions to tell their friends about the Cisco Kid. Other badges given to the children said, "I'm a Cisco Kid fan." The youngsters were also given cartoon face-masks representing the handsome Cisco Kid and his pudgy pal, Pancho. The masks were in color, and were easily made ready for wear. Neckerchiefs symbolic of the Cisco Kid territory were worn by grocery store employees, who gave away comic book adventures of the Cisco Kid.

### LOAVES DECORATED

Loaves of bread were placed in bins which announced the time and station of the Cisco Kid's appearance. The individual loaves were festooned with a wrapper which announced Cisco Kid's coming.

Nothing was left undone to announce the coming of Cisco Kid. Advertisements were run in the newspapers, which contained the "C.K. Watch for the day" theme, and which blended into the final announcement that C.K. stood for Cisco Kid.

When the program was launched, the promotional activities did not stop. Young listeners were invited to join a club sponsored by Cisco Kid. Membership in the club entitled one to a badge, a certificate, a booklet on Western defense methods and

a decoding device. Coded messages were sent out over the program, to be deciphered by young members. There is great appeal—in that it involves a sense of "belonging"—in this sort of cryptographic stunt.

### HOLLYWOOD PROMOTION

Promotion of the radio program is aided—and will be aided for years to come—by Hollywood. Six Cisco Kid movies will have been produced by the end of this year. Word from Hollywood is that contracts have been signed to guarantee the production of six Cisco Kid movies a year for the next six years. This constant reminder of the radio program at the local movie houses is excellent promotion in itself; the pictures offer amazing opportunities for tie-ins with program sponsors. One hand can wash the other in this case, so there should be cooperation of the first order from exhibitors. This is the sort of arrangement publicity men can usually only dream about.

As mentioned previously here, one of the Cisco Kid movies won an Academy Award, which was the first such honor accorded a Western movie. This is indicative of the type of production which goes into the Cisco Kid movies. They are not the usual Westerns. They are high-budget pictures with competent, ample casts, and with well written stories.

Wherever the Cisco Kid appears, on the printed page, on the screen, in comic strips, or on the radio, he is enormously popular. He presents a neat fascinating package of danger, excitement, romance—all the elements of the Old West. Truly, he is a perfect means of interesting everyone in the family.

On the radio, on the Ziv-produced transcribed shows, the Cisco Kid is beginning a rapid march across the nation. The promotional stage is now set—and the settings are there for every new sponsor to use—for the arrival in your community of the Cisco Kid. The Cisco Kid and Pancho are not only wonderful fellows to listen to, but they can prove, beyond a doubt, that they are two of the hottest salesmen in radio today.



## AIRING THE NEW

### Program Directed at Children

Audiences of pre-school children, sometimes neglected by radio, are getting their turn with a new program being aired by WJPS Evansville, Indiana, called "Let's Grow Up."

Aimed at youngsters three years old and up, the show is aired Monday through Friday at 4:30 P. M. On each show, mothers of the children conduct a program of stories, poems and original songs.

A single theme is treated each time, so that the boys and girls can get to know the every-day things in life, such as animals or the neighborhood milkman or policeman, personal and social etiquette, moral teachings and principles.

Children are encouraged to participate in the program by being asked to send in original stories which are aired. They are also requested to join in songs along with the "Song Lady" on each broadcast.

### 'Aviation World' New Air Series

In Washington, D. C., WOL recently premiered the first in a weekly Saturday night series titled "Aviation World."

Piloted by Captain Robert C. "Ace" Robson, nationally famous American Airlines flier, "Aviation World" is a digest of all types of news of interest to flying enthusiasts. Robson features tape-recorded interviews, during each session, with air-minded radio, stage and screen stars, famous business and professional figures and statesmen. Many of his taped interviews are obtained while in mid-air on his scheduled American Airlines flights.

### "Couple's Courtroom" Debuts on WCOP

"Couple's Courtroom," new WCOP show and Boston's only nighttime audience participation program, made its debut June 22 over WCOP, 9 to 9:30 P. M. Judge Nelson Bragg, Prosecuting Attorney Ken Mayer, and Attorney for the Defense, Frank MacDonald are featured on the new comedy court show, when each week they will "try" the couple who submitted the best letter concerning such marital difficulties as "nagging wives" and "back seat drivers."

The new WCOP funfest provides Hub radio listeners with the city's only studio audience evening show.

### KDKA Presents Exchange Show

Exchange programs during which American and English teenagers compare notes is the feature of "Youth Looks at the News," a new show over KDKA Pittsburgh.

The special programs, which will be recorded at BBC, London, will be presented the third Saturday of each month at 9:15 A. M.

"Youth Looks at the News" is a regular Saturday morning program in which KDKA's news editor, Jack Swift, presents a college and a high school student in a discussion of the week's happenings.

BBC's participation will have Brent Wood as moderator.

### Night Club Is Scene of Broadcast

A Pittsburgh night spot, The Carousel, will be the scene of the broadcasts of the new KDKA program, "The Spotlight Show."

A "Cafe Society" variety type program, the show will be heard at midnight Monday through Saturday. Emceed by KDKA's producer-actor, Ed King, the show spotlights Jackie Heller, club owner, as featured star.

Top headliners playing at the club will be presented on the show and interviews with visiting celebrities will be broadcast

### **New Time for Singer**

Baritone Bob Houston, whose fifteen-minute WMGM New York broadcasts have been aired at 6:30 P. M., is being heard at a new time in an expanded version of his current show.

Houston will be starred in a half-hour program from 9:30 to 10 P. M. Monday through Saturday over the New York station. Joel Herron and the WMGM orchestra will provide the backing and a different guest vocalist or instrumentalist will be featured each day.

When the Houston program is cancelled because of a night baseball game, it will be automatically shifted to the 4:45 to 5 P. M. period.

### **New Medical Series**

The Continental Pharmaceutical Corporation has signed a 52-week contract to sponsor a new program series, "Inside The Doctor's Office," which debuted on WNBC, Monday, June 13, at 9:45 to 10 A. M. It is heard Monday through Friday.

The series, each episode of which dramatizes a medical case history, is used to sponsor Kyron. The order was placed through Arthur Meyerhoff and Company.

### **New WSTC Show**

A new weekly musical program has been inaugurated over WSTC Stamford, Connecticut on Monday at 4:15 P. M.

Ronald M. Heinbaugh of Darien, known professionally as Ronnie Paige, sings popular request numbers. He is accompanied by Rollin Smith, WSTC staff announcer.

### **WSFA Spotlights Two Shows**

In Montgomery, Alabama, WSFA is spotlighting two new programs on its current broadcast schedule.

"Meet the Bus" features John Allen Wolf in interviews with travellers stopping at the local bus terminal.

"Sports Forum" presents a group of local sportsmen as the board of experts with Charley Zeanah as quiz master.

### **Variety Show Stars Eddie Hill**

A contract has been signed by WMPS Memphis with the Omega Flour Company for a new show featuring Eddie Hill and his hillbilly caravan.

The new variety show will be aired five times weekly from 1 to 1:15 P. M. to WMPS' mid-south listeners. The program will be open to the public and will originate from WMPS' theatre type Auditorium Studio.

The WMPS-Omega contract was signed by the Gardner Agency of St. Louis, Missouri, for the Cole Milling Company of Chester, Illinois.

### **Emcee Organist Featured on WOL**

Art Brown, widely-known Washington personality, has been signed for a new series of weekly radio shows originating from station WOL, Washington.

Titled "Take A Break," the show is heard Saturdays at 10:45 A.M. spotlighting Brown in the double role of organist and emcee. Also featured on the show will be John White, 25-year-old singer from Baltimore.

### **Disc Show Aired**

Marty Hogan, Chicago disc jockey, is airing his WGN Chicago program five nights each week from 11:15-11:30 P. M., specializing in popular ballads of the day and featuring his own brand of ad lib humor.

From time to time, Hogan plans to nab radio, screen and recording celebrities for guest interviews built around the stars' own theatrical achievements and talents.

### **Platter Show Has Half-Hour Airing**

The Colgate Company of Los Angeles, manufacturers of "Trim-z" are now sponsoring a half-hour show on KMPC, Los Angeles.

A recorded musical program, the show is titled "Swing and Sing." Airtime schedule is for 3:30 to 4 P.M., Monday through Friday.





## JOHNNY ON THE SPOT

### Spot Sponsors on KROW

New sponsors of spots on KROW Oakland, California, include Pacific Can Company with a schedule to promote "beer in cans." Agency is Biow Company of San Francisco.

Curtis Circulation Company has contracted for a spot schedule five days a week, promoting *Ladies Home Journal* and *Saturday Evening Post*. Batten, Barton, Durstine & Osborn handled the account.

Langendorf Baking Company is sponsoring a heavy schedule of spots, using 10 locations a day, six days a week for four weeks. Agency is the Biow Company.

### WMAQ Signs Spots

Recent spot business on WMAQ Chicago included a 13-week order from Iowa Soap Company for a one-minute announcement and five station breaks weekly, placed through Robert Kahn and Associates.

For Lifebuoy Soap, Lever Brothers Company ordered six one-minute announcements per week for six weeks. Order was placed through Sullivan, Stauffer, Colwell and Bayles, Inc.

### Insurance Campaign to Start

Late July has been set as the beginning period for a 13-week test spot campaign for Prudential Insurance Company of America, Western home office, Los Angeles. Campaign is to run on KOY and KTAR Phoenix, and one minute spots and chain-breaks will be used. Botsford, Constantine & Gardner is the agency.

### WINS Spot Campaigns

Two new spot campaigns on WINS have been sold to Republic Films and Consolidated Edison. Republic signed for a series of 30-second spots promoting "The Red Menace." Account was handled by Donahue and Coe.

An eight-week series of 20-second spots was taken by Consolidated Edison, to promote dancing in Central Park. Batten, Barton, Durstine & Osborn placed the order.

### Arnold Bakers Take Spots

Arnold Bakers Company recently signed a 13-week contract with WNBC New York for spots to sponsor Arnold's Bread. Schedule, placed through Benton & Bowles, called for 3 P. M. break Monday, Wednesday and Friday for two weeks in June, and the 5 P. M. break Monday, Wednesday and Friday from July 1 through September 9.

### Spots for Brentwood Mart

Thirteen-week series of participations on three Los Angeles stations has been signed for by Brentwood Country Mart, Brentwood, California. Three weekly run on KNX "Sunrise Salute;" two weekly on KECA "Art Baker's Notebook," and KFI "Ladies Day." Agency was Irwin-McHugh Advertising, Inc., Beverly Hills, California.

### Saving Company Spots

Coast Federal Savings and Loan Association is sponsoring a two-weeks' campaign of eighty spot announcements on KNX Los Angeles. Lee Ringer Advertising, Los Angeles, placed the order.

### Summer Campaign Reported

Spot campaigns by Cribben & Sexton, Chicago, for Universal Gas Range are being conducted over stations WCFL and WIND Chicago during the summer months. Agency is Christiansen Advertising, Chicago.



# SHOWMANSCOOPS

If you have pictures of unusual and outstanding promotion and programming projects, send them to Showmanscoops, "Radio Showmanship" Magazine. The five best photos received each month will appear in this section.

Peggy Hall, emcee of WLAW Lawrence, Massachusetts, show "Music of the Stars," turns the charm on guest Jerry Colona. Jerry doesn't know whether he's giving Peggy his autograph, taking her telephone number, or sketching her likeness!



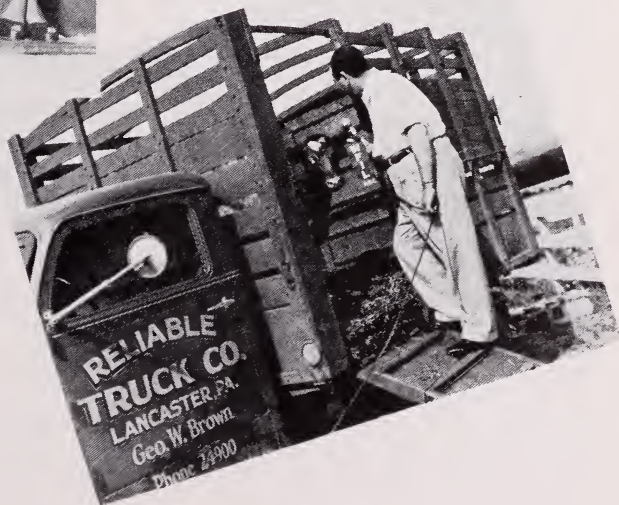
New England got the real "low down" on its important textile industry recently when Jack Barry, executive manager of the Lawrence, Massachusetts, Chamber of Commerce, interviewed E. Frank Bennett on WLAW. Bennett is distinguished editor of the American Wool and Cotton Reporter



A hand full of the 12,000 kids who turned out for "Uncle Bob's Day," June 14, when KEX Portland, Oregon threw the first Kids Day of the season at Jantzen Beach Park . . . pictured here, watching broadcasting procedure during two-hour show



Well, what do you know! breathes Barry Kaye, disc jockey of the "Barry Kaye Show" on WPAT Paterson, New Jersey. He is congratulating winners of a local competition to select a candidate for the "Miss America" title. Kaye emceed the event



A gigantic contest is being staged this summer on the WFIL Philadelphia "Farmer Jones" program, with top award this prize yearling steer. The steer was obtained by Roger W. Clipp, WFIL general manager, when it was auctioned by Ted Mack when the Original Amateur Hour was broadcast from Kansas City recently





## SHOWMANSHIP IN ACTION

### Newman Broadcasts While "Baby Sitting"

Hundreds of neighborhood Philadelphians were treated to a "baby sitting" radio program recently by WPEN's unpredictable Eddie Newman. This program is believed to be the first of its kind.

"The Eddie Newman Show" lived up to its reputation of being different to the delight of the residents, but the discomfort of traffic cops who were assigned the task of unsnarling streets blocked with automobiles. The automobiles converged upon the scene of the remote due to Newman's request on the air at the time of the broadcast.

Program was aired from the front lawn of the Philadelphia resident who wrote the best letter on why Eddie Newman should "baby sit" for them, and the audience was treated to sandwiches and soft drinks.

Under the glare of movie klieg lights, Newman was as zany as ever, keeping the crowd augmented from 11:05 P. M. until 2 A. M.

### Israel News Featured

A new twist in foreign news coverage is featured in "The Voice of Israel," program heard over WDAS Philadelphia nightly at 9 P. M.

Starring foreign news, the show specializes in current events emanating from Israel. Unusual angle features service which permits WDAS to air spot news from Israel during the day in English and to summarize the day's events in Yiddish every evening at the 9 P. M. time.

### KITO Covers De Anza Days

Fifth annual "De Anza Days" in Riverside, California, sponsored by Junior Chamber of Commerce, to commemorate historic overland trip in 1774 by Captain Juan Bautista De Anza, found KITO providing top publicity coverage. Number one feature of showmanship was the origination of "Breakfast in Hollywood" from patio of Mission Inn on Friday, June 17.

"California Caravan," ABC-Pacific net Sunday afternoon feature on June 5th, dramatized the historic colonization trip made by De Anza from Sonora, Mexico to Southern California. First white child was born in California on this trip. KITO also arranged for plugs for De Anza Days on various ABC features: "Bride and Groom," "Surprise Package," "Zeke Manners," "Welcome Travelers" and Breakfast Club . . . plus . . . originating six broadcasts from fiesta on Thursday, June 16, and description of De Anza Days parade on Saturday, June 18th.

Fred Reinhardt, Riverside manager of KITO, was assisted in arranging this over-all radio coverage by Jim Hayden and Arnold Benum, KITO program director.

### Questions on Schools Answered by Panel

In Milwaukee, interested listeners are getting the answers to any questions they might have about public school operations in that city. Explanations concerning school practices are being given via the new public service feature, "Know Your Schools," aired over WTMJ Milwaukee.

The Milwaukee Journal station in cooperation with the Milwaukee Public Schools is presenting a group of panelists every Monday evening at 9:30 P. M. with Dr. William Lamers, assistant supervisor of schools as discussion moderator.

For a half-hour each week panel members answer listeners' queries. Panel includes supervisors, principals, teachers who are changed each week.

## **WCOP Star Aids Hospital Drive**

Eight-year-old Betsy King, WCOP Boston, disc jockey who handles her own hour-long show every Sunday at 9 A. M., recently presented \$84.64 and a large scrapbook containing hundreds of fan letters to a young Children's Hospital patient.

Presentation was made on behalf of the \$11,500,000 Children's Medical Center building fund drive which young Betsy has been plugging on her show.

The money, in pennies, nickels and dimes poured in from her hundreds of young listeners, along with letters telling why the youngsters were contributing to the fund. All mail was put into the scrapbook for youngsters in the hospital to read.

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## **WMGM Schedules Sportscasts**

Pre-game "Warm-up Time" and post-game "Sports Extra" have been scheduled over WMGM, New York, for each of the Brooklyn Dodger baseball games to be carried during the 1949 season. Marty Glickman, Bert Lee and Ward Wilson line up at the mike.



## **Washington Notes Better Business**

WTOP Washington is gathering and distributing statistics to prove that Washington's business is above that of the rest of the nation. Business letters to the trade titled "Business Is Always Better in Washington!" are being distributed. Proof of the city's increased department store sales and its increased telephone book size was noted in the first two letters.

## **WFIL Host to Thousands at Amusement Park**

WFIL Philadelphia enlisted the cooperation of civic, business, and political groups, as well as youth centers and labor organizations, in distributing tickets for the third annual WFIL Day at Woodside Park, Philadelphia recently.

Approximately 100,000 strips of tickets, entitling the holders to free and half-price rides on the various amusements, were delivered. Milkmen employed by various dairies in the Philadelphia area served the tickets door-to-door in some instances.

Besides mailing thousands of tickets to listeners, WFIL used its own broadcasting facilities to call attention to the big outdoor party by means of spot announcements. As further attractions, the station offered door prizes and presented afternoon and evening shows featuring WFIL entertainers.

Among the radio personalities who appeared were: Farmer Jones, LeRoy Miller, Tom Moorehead, Mary Jones, the Sleepy Hollow Gang, the Magic Lady, the Choraleens, and the Songmasters. A special fireworks display after the evening show ended the day's activities.

•

## **High School Group Runs KRNT One Day**

KRNT Des Moines recently turned the station over to high school students to run for a day.

In cooperation with annual High School Student Day, KRNT asked school officials to assign thirteen students to take over as assistant air personalities and executives.

All thirteen appeared on the various local shows, including newscasts, audience participation program, talent show, disc jockey shows and staff announcing. Some of them held down jobs as sales manager, program director, continuity director, promotion manager, musical director, chief engineer.



## PROOF O' THE PUDDING

### KSFO'S "Story Telling Time" Receives Citation

"Aunt Lolly's Story Telling Time," aired over KSFO San Francisco, Saturday at 10 A. M., was recently cited by the Radio Listeners' Committee of the American Association of University Women.

In citing the program, the Committee stated: "We wish to express our appreciation of your new children's program on KSFO . . . the stories are excellent . . . and the fact that the program originates locally is also commendable."

Designed especially for the youngsters, "Story Telling Time" is an audience participation show, and the listening kiddies are invited to form the KSFO studio audience. Aunt Lolly tells her fascinating stories, in addition to giving prizes to her "Prince" and "Princess" of the week. Door prizes are also given to children in the audience.

"Aunt Lolly's Story Telling Time" is brought to KSFO listeners by the E. A. Wright Company.

### Laundry Association Renews

The Chicago Laundry Owners Association, including more than 100 leading laundries in the city and suburbs, has signed for a renewal of their WBBM radio show, "Laundry Pick-Up Time."

In an unusual move to solicit interest of member laundries and to gain support for the renewal of the popular show, agency and show personnel teamed up to make a sales pitch to non-active laundries. Helping make the campaign for more

member support were Val Sherman, the show's "Patrick O'Riley" character, L. W. Scott, and Bob Zelens of the staff of John W. Shaw, the agency on the show.

Show features give-aways of five bundles of free laundry and cash each day, in response to letters from local housewives who contribute clever or interesting items, to get their free laundry and tops this with a special prize each Sunday.

Association advertising affairs are again under the guidance of Nathan Levitz, chairman of the advertising committee. Show runs six times a week, Monday through Friday, at 8:30 A. M. and on Sunday at 12 noon.

### Two WFIL Shows Get Awards

Two WFIL Philadelphia radio programs designed for in-school listening won honorable mention citations at the 13th American Exhibition of Educational Radio Programs held recently by the Institute for Education by Radio at Ohio State University.

Both programs, "Radioland Express" and "Music in the Air" are included in the station's Studio Schoolhouse series. The first, which is directed toward pupils in primary grades, was cited for placing major emphasis upon classroom utilization as well as providing enjoyable listening experience.

"Music in the Air" was selected for its simplicity, directness, and quality of performance in presenting music to children of the intermediate grades.

### Du Pont Award Won by KLZ, Denver

Station KLZ, Denver has won the Alfred I. duPont award for public service which carries with it a \$1,000 cash prize.

The award was made for "outstanding meritorious public service in encouraging, fostering, promoting and developing American ideals for freedom and for loyal and devoted service to the nation and to the community it serves." Hugh B. Terry, manager of KLZ, accepted the award in behalf of the station.



## WEEI, Boston Wins Top Honors

Station WEEI, Boston, won top honors in the City College of New York awards for outstanding achievement in radio and television in 1948.

In making the award in the form of a plaque, Dr. John Gray Peatman, chairman of the Committee on National Radio Awards and Associate Dean of the College of Liberal Arts and Sciences, declared that "The promotion of WEEI was brought together . . . in a single, simple but well-planned brochure."



## Celebrates Twenty Years of Farm Radio

Charley Stookey, Farm Editor for KXOK St. Louis, has just celebrated twenty years in farm radio.

He started back in 1929 on WLS Chicago on the Dinnerbell Program. In 1932 he made his first broadcast from KMOX St. Louis with astounding results. The first pile of letters that afternoon brought 130 pieces of fan mail from St. Louis listeners. Mail poured in during the following weeks from Canada, Mexico, New Zealand and Australia as well as from all parts of the United States.

Stookey spent four years with KMOX, moved on to KWK St. Louis, then back to KMOX for five years to conduct the CBS Country Journal on a coast-to-coast network.

Since 1944, he has been at KXOK with his "Town and Country" program. The show goes on the air every day, Monday through Saturday at 6 A. M. Music by "Schuster's Roosters," newscasts, news of rural neighbors, market reports and interviews are featured.

## Increased Music Time

"Our Musical Heritage," which made its debut over WQXR New York last February has gotten such excellent audience response that it will now be broadcast two additional hours each week.

New series will include the original two hour period on Sunday evening from 8:05 to 10 P. M. and addition of the Symphony Hall times on Wednesday and Saturday evenings from 8:05 to 9.

Presented under the sponsorship of *The New York Times*, the three programs will be incorporated under the title "Symphony Hall—Our Musical Heritage" and will offer instrumental, chamber, solo and operatic, as well as symphonic works.

Originally, introduction of "Our Musical Heritage" series was to bring to listeners those masterpieces rarely performed on the air because of their length or because of their timeliness only at certain times of the year, yet were rich in musical background.

Enthusiastic reception of this series by the audience prompted *The New York Times* to sponsor the Sunday night program and to add the two week-night broadcasts.

## Vets Present Award to WTMJ

A series of public service programs presented by WTMJ Milwaukee, in cooperation with the Wisconsin Association for the Prevention of Alcoholism has been given special recognition by the national headquarters of the American Veterans of World War II.

"They Can Come Back" was the program cited. The award was made "for outstanding service to the welfare of our nation."

## KNX Renewal

The Colgate-Palmolive Peet Company for Fab, have renewed their spot announcement series on KNX Los Angeles for 52 weeks. The order, for nine announcements weekly, was placed through William Esty Company, Inc., New York.



## CONTESTS

### Occupation Slant Used In WGN Show

"Meet Your Match" a quiz program which challenges contestants, audience and quizmaster is bowing over WGN Chicago, with \$1,500 in merchandise prizes to go to the lucky contestants each week. Grand prize winner will have a chance to win an additional \$5,000 in merchandise if the "super brain twister" question is answered.

Ten contestants, chosen from the studio in a pre-broadcast warm-up, are to represent ten different occupations and will be identified over the airwaves only as "salesman," "housewife," or "secretary." In each round of questions, the loser retires to the sidelines and winner receives a prize and challenges a new opponent until, in the final round, all opposition is eliminated.

Winner then meets one more challenger, a masked personality identified only as "The Brain," who will give a clue to the "super brain twister" question, the answer to which brings the \$5,000 merchandise jackpot prize.

### Contest for Tunesters

Current feature on the Lou Steele Club 93 disc jockey show aired every Saturday afternoon direct from Palisades Amusement Park over WPAT Paterson, New Jersey is a contest for amateur song writers throughout the state of New Jersey.

After four of the most promising tunes submitted are chosen, they will be recorded and played on Steele's program. Listeners will then get a chance to vote for the song they think rates top billing. The prize-winning song will be published with the talented composer getting \$100 advance plus royalties.

### "You Can't Lose" Quiz Offers Prize

A new five-times-weekly afternoon quiz show, "You Can't Lose," aired over WGN Chicago from 3:15 to 3:30 P. M., features Holland Engle as the central personality in a program format designed to include each contestant telephoned in the prize offerings.

In addition to the \$500 cash jackpot prize which opened the contest, additional amounts will be added weekly, with merchandise prize awards going as consolation for incorrect answers to the running quiz question.

Consolation prizes will vary in value and include jewelry, a month's supply of shampoo, candy, cigars and household articles.

### Current Events Quiz on WNJR

Current events is the basis of the debuting quiz show titled "Luncheon at the Sheraton," aired over WNJR Newark, New Jersey.

Scheduled for noon broadcasting, the program is a regular Saturday feature broadcast directly from the main ballroom of the Hotel Sheraton in downtown Newark.

Quiz portion of the noontime offering consists of questions based on front page stories in newspapers published the day before the broadcast. Contestants are chosen from the audience and asked to answer three questions, each query progressively harder.

### Safety Stressed on WKXL Discussion

Every Friday evening at 9:30, WKXL Concord, New Hampshire, is broadcasting "It Pays to Play Safe," a program featuring a three-man panel from the Concord Police Department, Safety Council and State Motor Vehicle Department.

The panel discusses courtesies of motorists on Concord streets noted by local policemen during the preceding week. Courtesy prizes are awarded to motorists chosen by the judges. The sponsor, a local insurance company, makes the awards.

## Forum Puts Spotlight on Sports Experts

"Sports Forum" is a new half-hour quiz show heard at 6:30 P. M. each Tuesday over WSFA Montgomery, Alabama.

Sponsored by the Grimes Motor Company of that city, the program turns the spotlight on a local sports panel of three regulars . . . a prominent attorney, well-versed in sports . . . a former Southern sports writer, now a radio executive . . . and the operator of Willies Place (a popular headquarters for sports in Montgomery). Each week there is a special guest, some prominent person or sports celebrity who is visiting the city.

Charley Zeanah, sports announcer, emcees the show. Object is to stump the experts each Tuesday with questions sent in by listeners. All queries must pertain to sports and sports only. Should the experts miss the question, the questioner is awarded a cash prize of five dollars. If they do answer the question, a pair of tickets to the best movie in the city is given.

•

## WLAW Launches Mystery Song Contest

Starring Paul Murphy, nationally known magazine feature writer, as master of ceremonies, assisted by Peggy Hall, WLAW Lawrence, Massachusetts launched a new Mystery Song Contest on Monday, May 16, in which prizes valued at \$400 are awarded each week to a contestant.

Title of the show is "Music of the Stars." It features interviews with top stars of the stage, screen and radio who visit Boston, and transcribed music. Among first headlines aired are Burl Ives, Sophie Tucker, Arthur Treacher and Frankie Carle.

Program is heard every Monday evening from 9 to 9:30. During each broadcast a few bars of a well known song are played, and listeners are asked to identify the tune and mail in their answers.

## WOL-Daily News Sponsor 1949 Spelling Bee

A two-week joint promotion which covered almost all possible phases of operation in the public interest accomplished for WOL Washington and the *Washington Daily News* a successful city-wide jointly-promoted Spelling Bee.

Sponsored nationally by Scripps-Howard newspapers and radio stations, the 1949 contest in the nation's capital registered a record total of 82 contestants representing as many junior high and high schools in Washington and adjoining Virginia and Maryland counties. A capacity crowd filled the Commerce Department auditorium for the Bee, which was aired this year for the first time, by WOL.

WOL program director Steve McCormick acted as master of ceremonies and official pronouncer for the fourth consecutive year.

WOL and *The News* scheduled a concerted two-week campaign publicizing the Bee prior to the event itself. On its daytime personality shows WOL set interviews with all 82 participants during that period. *Daily News* photographers covered each interview session with daily pictures of the youngsters in action before WOL mikes.

Richard Hollander, *Daily News* managing editor, made a WOL air appearance to outline the Bee's background; the station also featured special interviews with Washington, Virginia and Maryland Board of Education officials cooperating to send entrants from their schools.

•

## Bonus for Listening

Listeners to WPDQ Jacksonville, Florida, have been getting a special bonus for their listening time lately. The entire audience has been asked to join in a \$2,500 vacation contest.

Only requirements are that entrants stay tuned to the station and complete in fifty words or less, "One of my favorite WPDQ programs is . . . because . . . ." Winners were announced on July 11.



## WNEW Plugs Use of Portable Radios

WNEW New York, has launched a novel project to promote the use and sale of portable radios, as part of its campaign to stimulate out-of-home listening.

To this end, WNEW has created a series of special spot announcements built around the portable theme, and is scheduling these spots at strategic points in its program schedule.

"At the seashore . . . in the park . . . at the picnic grounds . . . wherever you spend your summer weekends . . . be sure to carry your portable radio along!" runs a typical spot. "For the best in summer listening it's WNEW, 1130 on your portable, too."

Another announcement starts: "Planning a picnic this weekend? . . . Don't forget to take your portable radio along . . . If you don't own a portable, you ought to have one . . ."

And another: "This summer, wherever you go, whatever you do, take WNEW with you! It's easy! With a portable radio, all WNEW's round-the-clock music, special features and latest news, are yours to enjoy on the beach, in the parks, wherever you are . . . And if you don't own a portable, you'll want to get one . . ."

•

## "Orders of the Day"

### Aims at Safety

Directed at the 3,500 members of the School Safety patrol in Washington, D. C., a new program, "Orders of the Day," is being aired over WWDC Washington, in cooperation with the District Division of American Automobile Association, the District schools and the police.

Scheduled for every schoolday morning at eight, the show is aired by Milton Q. Ford.

Designed to reach patrols just before they leave home for their beats, it gives last-minute changes in traffic conditions and emergency instructions. News of meetings and ways in which work of patrols can be improved is also given.

## St. Louis Gets Transit Radios

Installation of the 350th Transit Radio equipped bus in St. Louis has been completed and the bus put into regular daily operation, according to an announcement by C. L. Thomas, president of Transit Radio, Inc., and general manager of KXOK-FM, Transit Radio station in St. Louis. The 350 radio-equipped buses have been placed on various routes throughout the city, which serve every section of St. Louis and most parts of the suburbs, Thomas added.

Equipment thus far has been installed only in buses, he pointed out, however, Transit Radio equipment will soon be placed in street cars.

Some of the leading national and local advertisers using Transit Radio include Sayman Products Co., Globe Democrat Publishing Co., Feld Chevrolet, Big Four Chevrolet, American Packing Co., Hyde Park Breweries, F. W. Fitch, Ray Quinlan Dance Studio, S. G. Adams, General Grocer Company. News briefs, weather resumes and sports scores are featured.

As a new and different means of entertainment and as an advertising medium, Transit Radio is enjoying a high degree of acceptance from both the transit riding public and advertisers, Thomas said.

•

## D-J AIRER

*(Continued from page 13)*

makes grocery awards. It is sponsored by the Frankford Grocers Association of Philadelphia. Following the Hurst broadcast is "The Tommy Dorsey Show," a nationally featured, transcribed disc jockey show with participating sponsors.

With music the order of the WPEN day, Ed Hurst finds a sales-encouraging time and format for his promotion of seven sponsors' products and services. He is putting their names before a large audience and their messages across to the right group with his well-worked out program of music and interviews.

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**MAGAZINE OF AIR MERCHANDISING**

# Your Business at a Glance

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# Weekend Trip Given

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**AIR FAX:** "Week-end in Washington" attracts tremendous participating audience.

**Broadcast Schedule:** Monday through Friday, 10:30 to 11 A. M.

**Station:** WLOW Norfolk, Virginia

**Sponsors:** Haynes Furniture Company and Philco Refrigerators

**Power:** 1,000 watts

**Population:** 144,300

**Preceded By:** Sugar 'N' Spice

**Followed By:** News

---

A prize show with a jackpot that holds appeal for any member of the family has become the biggest show on WLOW Norfolk, Virginia. Grand prize given every week is the name of the show, "Week-end in Washington."

Each week Haynes Furniture Company and Philco Refrigerators, joint sponsors of "Week-end in Washington" make this dreamland trip a happy reality for some Norfolk couple. And the trip is done in style! The couple flies via Capital Airlines from Norfolk to the Capital, spends the week-end at the swank Wardman Park Hotel, attends a television broadcast at WNBW in Washington, and goes on a sightseeing tour.

Haynes Furniture Company and Philco Refrigerators are already convinced of the value of the show. They report that it has strongly affected the sale of refrigerators as well as other items in the store. The reason the store sells other items is no accident. Program features gimmicks and promotional features that guarantee heavy personal store traffic.

Show originates each morning from the Canary Room of Burrough's, Norfolk's

finest restaurant. Bill Carpenter, WLOW station manager, felt that not only would this location serve to give the show the element of good taste that makes for better relations, but would add informality to the show because of the public surroundings. So each morning, between 80 and 250 guests gather at the Restaurant a little in advance of air-time to get in the zany mood characterizing the show. Haynes and Philco see that the guests not only go home with prizes and a chance at the free week-end, but that they don't go hungry—by supplying free coffee and doughnuts during the show.

Live talent on the show is furnished by two actors turned announcers, Dick Gould and Bob Drepperd. Both are completely uninhibited and good ad-libbers, thus creating the informal atmosphere so appealing to both guests and the large listening audience. The best definition that can be applied to the show is "unrehearsed." The only parts of the program that are planned are the devices used every morning to create participation and the informal atmosphere.

## BRENNAMAN TWIST

Probably the most successful of the angles used every day is the one popularized by the late Tom Brenneman on his "Breakfast at Brenneman's" show originating from Hollywood. This consisted of his trying on all the silly-looking ladies' hats to the tremendous delight of all the guests present. Gould and Drepperd use the same technique of trying on the hats and offering a prize each day for the silliest hat at the show. Needless to say, there have been some weird selections like the recent prize-winner which

# Away on Daily Show

looked like a bird's nest on which sat a cow's head protruding.

## PARTICIPATION GAGS

The show uses other participation gags to keep the ladies interested and amused. Among these are letting them read the show's commercials, wait on the restaurant tables for the other guests, hold microphones while the emcees clown around and write copy while the show is on, to be read on the same show. As a result of these antics, the *Norfolk Virginian Pilot* devoted a full page of feature

copy to the show lately, the only time the paper has given that much publicity to any radio show in Norfolk, either network or local.

Warner Twyford, the reporter who covered the show for the *Pilot*, had this to say in his lead. "They give away everything but the kitchen sink at 'Week-end in Washington' and the audience wouldn't be too surprised if they brought in a couple of plumbers and started dismantling that any day now." Twyford was particularly impressed by the huge crowd which was so eager to attend the show that they crowded the restaurant to many

Bob Drepperd, sitting, and Dick Gould, zany emcees of "Weekend in Washington," pose with hat creations of two guests at broadcast. Drepperd holds winning entry





times its capacity and were forced to sit on camp chairs or stand in hallways. He praised the two emcees for their ability to keep everyone happy in such unpleasant surroundings.

"Week-end in Washington" was conceived by Robert Wasdon, WLOW vice-president and general manager. Since then the show has gone on to become the biggest radio promotion ever staged in Norfolk. Stunts are concerned mostly with attracting residents to Haynes Furniture Company. One of the best concern-tickets to the show. With the unprecedented demand for admission ducats for the show, Haynes figured that they would be overlooking one of the best possibilities for promotion if they didn't tie in the tickets. So now all anyone has to do to get a free ticket to "Week-end in Washington" is stop in at Haynes. The furniture company attributes no small part of its retail sales to the great crowd of people who stop in every day to pick up their tickets.

### PRIZES GIVEN

Other devices used to attract foot traffic toward Haynes' have been used as prize offers. One of the devices was to put items in a new Philco refrigerator conspicuously placed in Haynes' window. A prize was given to the contestant who correctly identified the most items. Another prize went to the person who was able to name the largest number of unidentified photographs in the store window.

One of the cleverest gimmicks used and one which resulted in a large number of stiff necks among residents of Norfolk was the contest which required the answer to the question, "How many bricks are there on a certain side of Haynes' store?" Curiosity alone was responsible for a large portion of the response the store noticed that week in traffic and sales.

"Week-end in Washington" is aired every day from 10:30 to 11 A. M. This time was chosen by the directors of WLOW because there was no network opposition at that time, and because they felt that housewives would be freer to

attend and listen to the show. Immediately preceding this show is "Sugar 'N' Spice," a program of sweet music especially designed for the housewife who is busy doing those routine morning household chores. Following "Week-end" is a News shot, which is given a feminine angle. Consequently, the entire time block on WLOW has a large appeal for women in the area, a fact which does not displease Haynes.

### SPONSOR EXPERIENCED

Haynes Furniture Company, which co-sponsors "Week-end" with Philco Refrigerators, is no newcomer to the radio field. Their first experience came when they signed in 1947 with WLOW for a 26-week musical show. Prior to that time Haynes had never used radio, but had devoted all the budget to newspaper. Since then, however, Haynes has always been somewhere on WLOW. And now, there is a 13-week renewal for "Week-end."

The cost of producing "Week-end" is slight, despite the fabulous prizes given away each week. Besides the week-end in Washington, show gives away jackpot prizes for answering questions like those above, besides smaller items for questions answered on the show. These other individual items include such things as 200 gallons of Esso gasoline, tile for a kitchen floor, curtains for every window in the house, a week's groceries, etc. All these items are given free to the show by local merchants in return for free promotion and plugs given them on "Week-end."

### WINNERS DESERVING

"Week-end in Washington" is coincidentally proud that so many of the locals who have won the wonderful week-end in Washington have been very deserving. The first winner was Miss Alice Dearing, a victim of infantile paralysis who has been confined to a wheel chair. Miss Dearing had never had the opportunity to visit the nation's Capital so the trip for her and her mother who accompanied her meant

(Continued on page 31)



# SHOP SCORES VIA WHAV SHOW

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**AIR FAX:** Cooperation in programming between station and sponsor add up to satisfaction for both

**First Broadcast:** March, 1947

**Broadcast Schedule:** Spot campaign

**Sponsor:** Grad's Specialty Shop, Inc.

**Station:** WHAV Haverhill, Massachusetts

**Power:** 250 watts

**Population:** 46,752

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Value a sponsor may obtain through close cooperation with a station in planning a promotion campaign has been emphasized since companies first began using the air as a medium for selling their names, services and products. However, despite this perpetual emphasis on the necessity of consulting experienced, trained authorities, many sponsors prefer to go their own way, certain that they know how best to promote their businesses.

A specialty shop owner in Haverhill, Massachusetts, recently found that programming planned by both himself and the local station paid off in results never achieved before they put their heads together.

Grad's Specialty Shop started its radio advertising with Station WHAV back in 1947. At that time the store sponsored a five-minute newcast three days a week. The program itself reached all of Haverhill, but commercials did not pull the results Grad had planned they should. Of a purely institutional nature, they put the name of the store before the public three days a week; however, not noticing anything in

the line of direct results, Grad discontinued them and the newcast after a period of three months.

Then followed a campaign by the sales department at the station which, after almost a year, found Grad weakening to the point of once again giving radio a try. This time it was for only a short term, but based on usage as suggested by the station.

A test campaign was planned for a three-week period just before Christmas. Announcements used were 20 seconds, and 150 of these were used over the test period. They were beamed primarily at a male audience to build up the number of men shopping there for Christmas. General theme of the announcements was that Grad's is the women's store where men shop. It was a campaign solely directed at obtaining immediate results.

## RESULTS GRATIFYING

Results of the test were gratifying to such an extent that after the test Grad signed a contract for a year's radio advertising with the station. Contract called for regular announcements to be used daily and an additional 550 announcements to be used from time to time to feature sales the store would be running for Mothers Day, Christmas, Easter and other occasions.

Judgment was based on the fact that an unusually large number of men were doing their Christmas shopping at Grad's, and the store's overall high percentage of increase over the previous year's business in comparison with other stores of the same type in Haverhill and other cities.

Grad's latest promotion involved the

*(Continued on page 29)*



Station announcer and guest doctor going over interview script before broadcast

## FIFTH YEAR FOR

A packaged medical program, designed to sell the wares and prestige of a New England pharmaceutical firm, this month celebrates its fifth birthday on the air. "Doctor's Orders," which was first aired on WEAN Providence, Rhode Island, in September, 1944, has grown from a 15-minute Sunday daytimer to a one-three-or-five-a-week network production.

"Doctor's Orders" began airing in 1944 when Blanding & Blanding, Inc. ranked high among southern New England's drug dispensaries. I. I. Weiser, vice-president and general manager, wanted the firm to lead the field, and to this end Radio-Providence Productions, a local package agency, offered the means. Idea, origi-

nated by Frank and Bettina Jones, was a radio program offering an important public service, attractively. With the sanction of the Rhode Island Medical Society, Radio-Providence devised a format whereby the local medical profession could communicate with the public via a commercially sponsored show.

Each program dramatized a health problem and wound up with an interview given by a local medical society doctor. The agency did the necessary research and prepared the script and copy for each basic interview. This the speaker altered to suit himself. Result was an authentic statement of his views in simple language.

Brief and institutional in nature, the

program's commercials radiated much good will for Blanding & Blanding. Proof came with the public demand for free copies of each broadcast's interview, distributed on request. In June, 1947 the sponsor compiled the year's interview in booklet form. After a single announcement, over-the-counter requests cleaned out the supply within two hours!

The next month, a checkup revealed that Blanding's public welfare project had also paid off handsomely dollar-wise: there was a 301.25 per cent increase in three years.

### SPONSOR'S OPINION

Asked to evaluate the program on the basis of three years' continuous experience, Weiser stated: "The following details would be included in any statement I should make in answer to inquiries about my opinion of the effectiveness of "Doctor's Orders" in promoting the interest of the sponsor

of the country's outstanding pharmaceutical establishments.

"To summarize these developments, the pharmaceutical service of the company has grown since 1944 at a rate in excess of any of its past history, which dates back to the autumn of 1849. I should be happy to answer inquiries from any interested party concerning this growth, which I believe to be phenomenal, and which I attribute to the ability of an ethical concern to answer a demand brought into being by a consistent use of ethical publicity."

Tremendous popularity and rating of "Doctor's Orders" on WEAN proved that format was correct approach in offering medical information to laymen listeners. So on October 26, 1947 the entire Yankee Network was thrown open to carry "Doctor's Orders" on Sunday afternoon from 1:15 to 1:30. Sponsorship was to be on a cooperative basis, available to local regional and national advertisers. To avoid standardized approach and to preserve the more effective home town flavor, each

# MEDICAL PACKAGE

"Since Blanding and Blanding began the use of institutional radio to publicize pharmaceutical service and the need for close cooperation of practicing pharmacists with the medical profession, the number of prescriptions compounded at our principal store has increased to an average of two hundred daily. From two pharmacists our staff increased by 100 per cent in the first six months and has since increased further to the extent that we now have six pharmacists regularly on duty. Our floor space allotted to the pharmaceutical department has been doubled in area, necessitating the rearrangement of our lunchroom facility. In a recent national survey Blanding and Blanding was rated as one

station was to use for the final interview a local doctor who presents his own version of the Radio-Providence basic script.

### SPONSORS NOT LIMITED

Radio-Providence did not limit cooperative sponsorship to drug firms; any reputable business could buy in. Before contracting a client, however, the station had to submit his qualifications for approval by the medical society participating in each region. Prospective backers were warned that "no sponsor will be accepted whose association with the program might in any sense jeopardize the non-commercial, non-partisan tone which has made its reputation with the medical



profession and general listeners as an ethical means of communication between doctors and laymen."

In January, 1948, shortly after the program went co-op on the Yankee Network, the following sponsorship "firsts" were marked up:

*James Drug Company, Inc.*, New London, Connecticut: First new local account to tie in with local Medical Society participation, starting November 23, 1947 on WNLC;

*D. G. Stoughton Drug Stores*, Hartford, Connecticut: First to sign for full term of 52 weeks, starting January 11, 1948 on WONS;

*Independent Druggists of Pittsfield, Massachusetts*: First group to organize to cut individual costs through co-sponsorship, starting January 11, 1948 on WBRK. Included Colonial Pharmacy, Damon Pharmacy, Ingstrom Drug Store, Fahey Drug Store, Wendell Pharmacy.

### MEDICAL APPROVAL

Approval of the program by the medical profession was expressed by Dr. Peter Pineo Chase, editor-in-chief of the Rhode Island Medical Journal, in a newspaper article, "Medicine on the Air." He stated, "The Rhode Island Medical Society is pleased with the local program which they have been sponsoring under the name of "Doctor's Orders." A little drama and an interview with a doctor bring to the radio audience in a vivid manner the highlights of each problem. We know that the material is authentic, for it is carefully accumulated at our medical library and just as carefully edited by the participating doctor.

"Now all the New England states are to get this program. Each State medical society is cooperating. The drama will still be delightfully acted here, but many local stations will interview their home town doctors. We are pleased that such valuable education has started in and is spreading from Providence."

Speaking for the Rhode Island Medical Society, John E. Farrell, executive secretary, discussed the dissatisfaction the Society felt with the program it sponsored

prior to September, 1944. Then referring to "Doctor's Orders," he declared, "The program has been unusually successful. It has resulted in hundreds of letters to the radio station and the sponsors, and it has been a genuine public service. The Rhode Island Medical Society has been most enthusiastic about the program . . ."

### RECENT PROGRESS

Highlights of the show's progress during 1948 and since have included going into production at NBC Radio-Recording Division, turning out a series for national distribution. Hugh James is the narrator; Herbert Wood, in charge of production; famous, but anonymous, men and women from Soapland drop in to voice the dramas; Richard Gordon lays down the law on medical facts in the question-and-answer interview that follows the drama.

Schedule called for 78 units to begin, so that "Doctor's Orders" could be presented on a one-three-or-five-a-week basis; thereafter, since the program when once established tends to become a local institution, production was foreseen indefinitely. When a local sponsor invites his local Medical Society to participate by providing home town doctors for the interviews, Radio-Providence provides copies of the basic interview scripts; station cuts in the guest speaker and announcer "live"—but if the doctor is in the delivery room instead of the studio at the critical moment, the regular Hugh James-Richard Gordon interview can be broadcast.

### RATES FOR SHOW

Rates are of two sorts: "Commercial" to stations and sponsors, graded by markets, on request. "Professional" rates are given to Medical Societies. This formula had to be worked out because of specialized interest from State and County Medical Societies in search of good public relations programs.

For promotion, announcements have been sent out, offering to send audition samples and brochures. No ballyhoo has been used—just straightforward informa-

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# Local Programming

## Boosts Shoe Sales

Value of a local radio station in promotion of local companies, products and services has been proven countless times in the advertising campaigns of promotion-wise firms. Once again proving WHAV's maxim that "The hometown station serves the hometown audience best," a Haverhill, Massachusetts store owner has found that local airings score for him.

Angelo Benedetti Shoe Store, 229 Washington Street, Haverhill, has been using radio locally since the station went on the air in March, 1947. For these two years the store has sponsored a ten-minute music program each Friday morning, and in addition has used spot announcements periodically to promote special campaigns. For the weekly programs, Benedetti felt an institutional type of format was most desirable. So these Friday morning shows presented music along with commercials designed to keep the Benedetti name before the Haverhill audience.

### PROMOTING SALES

To promote sales in the store, or other noteworthy events connected with his business, Benedetti scheduled spot announcements on the WHAV air lanes. The station breaks always paid off for him, as the station, with its 250 watts, reaches all the citizens of Haverhill. Emphasizing this all-encompassing coverage of the area, *The Haverhill Gazette* recently stated:

"A phone company official pointed out the other day that after important WHAV news broadcasts, the telephone switch-

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**AIR FAX:** Shoe store finds that an \$11.64 investment in radio advertising gives an equivalent of \$100 in newspaper ads

**First Broadcast:** March, 1947

**Broadcast Schedule:** Friday mornings plus additional spots

**Station:** WHAV Haverhill, Massachusetts

**Sponsor:** Angelo Benedetti Shoe Store

**Power:** 250 watts

**Population:** 46,752

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boards light up like a Christmas tree.

"'Folks are listening to the station,'" he said, "and rush to the phone to talk over news with their friends.'"

Capitalizing on this extensive audience, the shoe store placed station breaks continually to promote its activities.

In addition newspapers ads were often carried to complement the radio campaign. Using both media, Benedetti found that results always followed. Then at the beginning of this year, this WHAV sponsor decided to find out what would happen if he eliminated the newspaper ads.

A special sale was being planned . . . two Dollar Days at the shop. They were scheduled for Friday and Saturday of one week. For his promotional message to the public, Benedetti lined up just three spot announcements on WHAV. Two were used on Thursday and one on Friday. The latter was on the first Dollar Day. Commercials were the hard hitting type,

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# Southern Disc Show

## Benefits Sponsors

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**AIR FAX:** Afternoon record show featuring variety music and jockey with personality in a combination that ups sales for cooperative sponsors.

**First Broadcast:** February, 1949

**Broadcast Schedule:** Afternoons, 3 to 4

**Sponsors:** Cooperative

**Station:** WAFB Baton Rouge, Louisiana

**Population:** 120,000

**Power:** 1,000 watts

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When is a record show not just a record show? There's an easy answer in the southern section of Louisiana over Baton Rouge's 1000-watt Mutual Affiliate, Station WAFB: when the jockey playing the discs has a deep, resonant voice, a flair for casually handling commercials, a keen sense of humor, an eye for quick promotion, and a name like Ralph Burge. That's when it pays to advertise, and alert sponsors (particularly those operating on a limited advertising budget), can offer proof positive in marked increases in sales, and heavier customer traffic, whether they've bought 30-second spot announcements on the show, or fifteen- or thirty-minute portions.

A bottle of milk, a thermos jug, a service cycle or Swedish massage, Ralph Burge sells them with almost equal success over his hour-long record show, "Pappy's Party," heard afternoons from three to four. Ralph sets the party in four big stages, fifteen minutes each. This particular format allows for several sponsors

per show, plus break spots, and merchants who have bought time on "Pappy's Party" have enjoyed quick audience response, and, naturally, an increase in sales.

Silver-haired or seventeen, six or sixty, Ralph plays the music they want to hear, and answers every written request he receives. On just one program, music goes sweet and sentimental, hot and lowdown, with folk songs, boogie-woogie and be-bop also on the agenda. And his audience literally eats it up.

During the sign-on of a recent show, Ralph invited telephone requests to test audience response. Work at WAFB was practically at a standstill for the entire hour of broadcast, and calls came in over the lines at WAFB every fifteen seconds. Needless to say, invitations to telephone requests have since been curtailed.

### SPONSOR BENEFITS

The program is proof that small business operating on a limited advertising budget can receive enormous benefits through the medium of radio—if the sponsor picks the right time and the right program to appeal to the audience he wants to reach. For instance, Plank Road Drug Store bought a series of 30-second spot announcements on "Pappy's Party." The business is comparatively new, and in a section of town where customer trade is somewhat localized. Rather than use institutional commercials, the spots were used to promote a special sale of cologne as an introductory offer. Noel Brumfield, manager, was primarily interested in serv-





**Ralph Burge, emcee of popular "Pappy's Party"  
aired on Station WAFB, in Baton Rouge**

icing a larger area and increasing store traffic. Ralph presented the commercial in his usual facile manner, and asked his audience to order the bottle of cologne he mentioned if they couldn't personally call at the store. As a result, Plank Road drug received over fifty telephone calls following the announcement, some of whom have since become regular customers.

### **EASTER RESULTS**

A like incident occurred during the Easter season. Thursday before Easter, Plank Road Drug Store still had an excess of candy-filled Easter baskets, so Brumfield ran 30-second spot announcements on "Pappy's Party." Result? Not only were the baskets in stock quickly sold, but

additional help was hired to fill orders that poured in all day Saturday.

One of the happiest spot advertisers on "Pappy's Party" is Alvin Roy, owner of Alvin Roy's Strength and Health Studios. Formerly, the gymnasium was open to men only, but it hasn't taken long to realize that women are perhaps even more interested in the courses offered than men. Roy uses the radio medium to assure all ladies listening that they can have the figure they want, and regular exercises can be used to gain or lose weight. His commercials guarantee the loss of one to four pounds per workout. In this particular case, the copy department never has to worry about copy changes. Every day, Ralph Burge injects some new idea, some

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# Teen-Agers Swarm To WPEN Broadcast

A show that is currently wowing its public, pleasing its sponsors, and giving record distributors happy days is the "950 Club" aired on 5,000 watt WPEN Philadelphia, Pennsylvania. The show employs a disc jockey format with plenty of clowning thrown in for laughs and to increase its appeal to its teenage audience.

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**AIR FAX:** Afternoon show of platter and chatter keeps sponsors happy, plays to capacity audience.

**First Broadcast:** May, 1945

**Broadcast Schedule:** Daily, 2 to 5:30 P. M.

**Station:** WPEN Philadelphia, Pennsylvania

**Sponsors:** Participating

**Population:** 2,898,644

**Power:** 5,000 watts

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WPEN's famed "950 Club" got its start in May of 1945, and from the beginning it has constantly drawn large studio audiences. Its listeners are growing steadily in number, and its list of sponsors is at maximum capacity.

Talent on the show includes announcers Joe Grady and Ed Hurst as emcees. Although the unbeatable combination slant their 950 Club to teenagers, their popularity is not restricted to this group alone. A recent survey revealed that of all the radios turned on in Philadelphia, 32.1 per cent are tuned to WPEN's afternoon record show. This is the largest afternoon audience in Philadelphia. Of this number,

65 per cent are adult listeners, and of the listenership the percentage is equally divided between male and female enthusiasts.

Grady and Hurst have been in radio for several years. The former has been announcer, program director and disc jockey at different radiostations. He has been with the 950 Club since its inception four years ago. Hurst, only 22 years old now, has had several years as disc jockey with WFPG Atlantic City, New Jersey. He joined the Club in 1946, and thus the team was born.

## STUDIO AUDIENCE

Perhaps one factor that makes the 950 Club so popular in its area is the fact that listeners attend the broadcast right in the studio. This not only makes the show more fun to listen to, but it is also a valuable weapon in combating juvenile delinquency. Every afternoon the show is presented to a more-than-capacity audience, and after four years its popularity shows no sign of waning. Grady and Hurst's personalities and gifts of gab pack the studio each day from 2 to 5:30 with teenagers and adults.

Guest appearances are made by the "950" team in schools all over Pennsylvania and New Jersey. Blue Ribbon awards are given to the school that comes through with the best in gimmicks, posters and unique ideas for the 950 Club. Club also awards a plaque to the "School of the Year"—the school obtaining the highest number of points throughout the year.



Schools receive points for each song they submit. Grady and Hurst give "their kids" a Hallowe'en party and a Christmas party each year, plus a chance to see such famous personalities as Benny Goodman, Vaughn Monroe, Tommy Dorsey, Martha Raye, Noro Morales, Dennis Day, Fran Warren and Cab Calloway in the WPEN studio.

### PLUGGING TUNES

On the commercial side Joe and Ed are known for making hit tunes. In July of 1948 *Radio Best* magazine conducted a disc jockey poll and awarded top honors to Joe Grady and Ed Hurst of the 950 Club. From time to time various record distributors have also awarded honors to the boys for the great selling job their program has done for new releases. Some of the recordings they have made hits in Philadelphia and surrounding areas are "Need You," "As You Desire Me," "How It Lies," "A Dreamer with a Penny," "I Love You So Much It Hurts," and "I've Got My Love To Keep Me Warm."

### SPOT SPONSORS

As for advertisers on the show, the Club is not sold in segments, but in spot announcements. Advertising Monday through Saturday are Cavalier Cigarettes, Bailey's Furniture Company, Furl Curl, Franks Beverage, Sulphur 8, Colgate Toothpaste, Mentos, Camels, Conti Shampoo, and Commonwealth Opticians.

Monday through Friday advertisers include Rayve Wave, Knot Manufacturing Company, Veto Deodorant, General Baking Company, Lydia Pinkham Compound, Philadelphia Electric Company, Lipton Tea, Bromo Seltzer, Lustre Cream Shampoo, and Pepsodent. B. C. Remedy advertises Monday through Sunday; Arrid Deodorant Monday, Wednesday and Friday; Nescafe Tuesday through Friday; Tartan and *Saturday Evening Post* Wednesday, Thursday and Friday; Kool Cigarettes, Tuesday through Saturday. There are no spots open on the "950 Club"

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Joe Grady and Ed Hurst make "950 Club" tops in entertainment in Philadelphia area





# STATION WORKS FOR SLUM CLEARANCE

One of the best answers modern radio can give to its critics is to point to the service it offers its country and community through its public service time.

The public service feature is too often handled like a duty. The listener is reminded of a small boy resentfully saying nice things to a relative because his parent has insisted upon it.

Occasionally, however, a station takes its public service time and puts it to intelligent use. When such is the case, two benefits are derived. Firstly, the spirit of public service is championed and the listeners become pleased. Secondly, they think pleasantly of the station that did the job of presenting such a service to them.

## COURSE ON WFBR

Such a course is now being taken by WFBR in Baltimore. Like any other major city, Baltimore had a problem of low-cost, undeveloped areas of the city, the slums. Conditions had become so bad that a committee was formed of private citizens known as the Citizens Planning and Housing Association.

And here is where WFBR saw its opportunity. Realizing that giving publicity to this agency would not only serve its community of Baltimore, but would also develop listener appeal, they organized a series of panel discussions to be held over the air.

The general plan of the discussions as worked out by WFBR and the Citizens Planning and Housing Association, was to acquaint the public with practical reasons

for slum clearance. They felt that too often in the past had such work gone under the purely visionary heading of social progress. They reasoned that there were definite economic factors connected with slum conditions which affected everyone in a city, no matter whether rich or poor.

## APPEAL SELECTED

Accordingly they underlined a fact which they felt would have universal appeal throughout the city, and agreed to get that fact across during each discussion. The fact which they felt was most important and would carry the most weight was that low-assessed slum properties put a heavy tax burden on better residential areas.

They then backed up this concept with the estimation that Baltimoreans spend \$14 million more per year on their slums than they get back through real-estate taxes. In other words they approached the question from a practical standpoint of saving the taxpayer money. They pointed out to him that cleaning up a slum area was good business—not just an additional drain on his already overworked pocket-book. It would be, they pointed out, a wise long-term investment. Money put into the project now, would result in future savings of not only money, but a decrease in juvenile delinquency, crime, sickness and all the other things that go with a slum area.

This practical economic approach to the old problem, has had a noticeable marked effect on the Baltimore citizen. One of the main points stressed by the Citizens As-



From left: The Reverend Jack Malpas, Miss Frances Morton, Bert Hanauer, Hans Frölicher, Jr., Mrs. Edward A. Atkinson, and Linwood Koger

sociation was the rejection of a \$5 million loan for slum redevelopment in the 1947 elections. They pointed out that such a loan was essential to begin correcting the conditions that existed. In 1943, when the issue came up again for a vote, it was passed. The valuable publicity campaign waged by the Association using WFBR was given the credit for the passage.

#### PREVIOUS WORK

Along with its forums and discussions, the Citizens Association has been working for the past ten years with city agencies to set up a municipal housing code. A recent block-by-block cleanup of the worst of Baltimore slum areas has been a result of this. The Association also inaugurated a Housing Court, a new and provocative legal structure for the control of slum conditions.

Both WFBR and the Citizens Association realize, however, that slum clearance is not an overnight job. At best it takes many years. And to get it at its best requires a great deal of public education. This is where radio can play such an important role in the project.

One of the first things the Association has been able to accomplish is the clean-up of several of the worst areas in the city. But this was not enough. Even a room needs regular dusting if it is to be kept clean. And so with a city area. It was not enough to clean the area originally. The residents had to be taught to keep their area clean. Only in this way could progress be made.

Also, since it was realized that slum-clearance is a long-term project, it was wisely decided to attack the problem at one of the roots—the roots of the future. Therefore an intensive program was designed for children in all public schools to acquaint them with the advantages of slum-improvement. The stress in this program was to teach children how to attain the objective of better living, as well as the resulting factor of decreasing juvenile delinquency.

Health of a city is as important as its industrial might. Recognizing the potential danger to a city's health that lay in dirty ill-kept sections of a city, the Citizens Association also made health a major argument and selling point of their program. They pointed out that in the intermingling

*(Continued on page 28)*

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**AIR FAX:** Combined morning and afternoon shows are successful for participating sponsors in California area.

**First Broadcast:** 1934

**Broadcast Schedule:** Monday through Saturday, 6:15 to 6:55 A. M. and 12 to 12:30 P. M.

**Station:** KNX Los Angeles, California

**Sponsors:** Participating

**Population:** 2,904,600

**Power:** 50,000 watts

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For more than fourteen years, an effective participating program in California has been ringing up huge sales for advertisers. A two-part arrangement, the segments which are working so successfully are "Sunrise Salute" and "Housewives' Protective League" on 50,000 watt station KNX in Los Angeles.

early morning host Ralph Story and newscaster Bob Garred. Story introduces the musical selections and brings listeners announcements of particular interest to Southern Californians—weather reports, beach temperature, time signals, and so forth.

Garred keeps in continual contact with the KNX newsroom so that listeners can feel assured that they will get important news bulletins as soon as they hit the wires. While Knox Manning's friendly, persuasive comments are the main feature of Sunrise Salute, Story and Garred help to integrate the show with KNX's over-all pattern for early morning (5:45 to 7:45) programming—a pattern that is especially designed to satisfy the early riser's demand for popular music, frequent time signals, up-to-the-minute news and weather reports.

As a part of two hours of carefully

## PANEL-BACKED PROGRAM

"Housewives' Protective League" airs from 12 noon to 12:30 P.M. Monday through Saturday. It presents Knox Manning, one of radio's most successful salesmen, in an informal, down-to-earth discussion of subjects of outstanding interest to women. Manning draws on the experiences and contacts of his own colorful career as well as the information furnished him by the Housewives' Protective League's six full-time researchers. Then he chats about them in the casual, friendly-to-friend manner that distinguishes HPL commentators in eight major markets.

"Sunrise Salute," aired 6:15 to 6:55 A. M. Monday through Saturday, is a lively, wide-awake combination of recorded music, special information, and off-the-cuff comments by Knox Manning. To capitalize on the large audience attracted by KNX's early morning entertainment and information services, Manning shares the microphone with KNX's

planned, popularly slanted programming, Sunrise Salute attracts its own established following—plus the thousands who depend on KNX for the best in morning entertainment.

### SHOW AIRED 14 YEARS

The program was designed by Fletcher Wiley in 1934, and has been aired continuously over KNX since then. Its success has been so great that it now operates in eight cities from coast to coast, and was the first program property bought for CBS in its capital gains drive for new programming.

Unique feature of the program is that sponsors' products are sent to a testing panel of at least fifty Southern California housewives, who grade them according to comprehensive questionnaires furnished by the Housewives' Protective



League. At least eighty per cent of the housewife panel must approve the product before it will be accepted for broadcast.

Thus the Housewives' Protective League is more than a radio program. During the fourteen years since it was first chartered under the laws of California, it has proved a vigilant protector of homemakers' interests, assiduously guarding them against frauds, crooked promotions and misrepresentations.

### SPONSOR APPEAL

Show has a terrific appeal for sponsors, for all of whom it produces remarkable results. Perhaps an outstanding factor in its appeal is the talent of Knox Manning. He has been on the Southern California scene for fifteen years as an announcer

150 words. In them the sponsor's product, already tested by the Housewives' Protective League, is informally discussed and each selling point is made easily and without high pressure. Immediate sales slant is somewhat minimized since the program invariably results in a sales boost. Instead, commercials are more likely to stress advantages of the product plugged, tagged with a suggestion that the listener buy it next time she goes shopping.

Program is sold on a participation basis only, with prices running from \$45 for a single participation to over \$300 for maximum saturation. All its sponsors have found the program well worth the advertising investment and success stories traced to HPL-SS are an old story at KNX.

During the summer the following sponsors have been using the HPL, with a seasonal pick-up due in the fall:

## PROVES SPONSORS' BOON

and newsman. He has appeared in over a dozen major pictures, and has narrated over 500 short subjects for the major studios. An actor, announcer, newsman and story-teller, he is also a result-getting salesman. He holds the enviable record of having sold 128 cars in nine days, increased a shoe manufacturers' business fifty per cent in one year and was tagged by a big soap company as "the best salesman we ever had on the air."

Listeners to Housewives' Protective League—Sunrise Salute know that every word said about HPL-advertised products is true—backed by KNX's "Testers' Bureau" who give a tough try-out to every product submitted for HPL approval. The package is made to order to deliver orders for its sponsors.

### COMMERCIALS AD-LIB

Commercials on the program are all ad-lib commercials, running approximately

The Lyon Van & Storage Company, Ten-B-Low Ice Cream Mix, Pan-American Airways, Accent, Barbara Ann Bread, Craig Oil Company, Canada Dry Products, Corn Products Refining Corporation for Mazola, Federal Savings and Loan Institute, Clinton Industries, Inc., Beltone Hearing Aids, The Brentwood Country Mart.

### SUCCESS STORIES

Two examples of highly successful HPL advertisers are Toni Home Permanents and the Modgelin Broom Company. Both of these accounts initially used Housewives' Protective League to introduce their products not only to consumers, but also to retail outlets.

Toni's campaign was so successful that in six weeks they could afford a regional

*(Continued on page 31)*



## AIRING THE NEW

### "Turning the Pages" New WCOP Sunday Show

"Turning the Pages," new WCOP Boston show featuring Olive Enslen-Tinder in book dramatizations and scenes from all aspects of literature, is being aired Sundays, 1:15 P. M., replacing Edward Weeks' "Editor at Home" program. The show includes book reviews, stories, and anecdotes from modern novels, biographies, and the classics.

Miss Enslen-Tinder, narrator, dramatist, literary critic, and the "Story Lady" of a show in Indianapolis for eight years, has conducted numerous children's programs as well as book-and-play-review shows. "Turning the Pages" features her own dramatic interpretations of a wide variety of anecdotes, book reviews, and selective readings. The program airs every Sunday over WCOP and WCOP-FM, 1:15 to 1:30 P. M.

### "For and Against" Debuts on WGN July 17

"Should Congress approve the President's federal medical program?" was discussed by Congressman Andrew J. Bie-miller, Democrat, fifth district, Wisconsin, and Congressman Edgar A. Jonas, Republican, twelfth district, Illinois, when "For and Against" debuted on WGN, Chicago 11:15 to 11:30 A. M., Sunday, July 17.

Other topics of current interest will be discussed on future programs with two members of Congress taking opposite sides of the issues. The program originates in Washington, D. C.

### Dari-Rich To Sponsor WCOP's "Dinner Winner" Show

Boweyes, Inc., on behalf of their Dari-Rich fudge and butterscotch toppings, has assumed thirteen-week sponsorship of the Tuesday and Thursday programs of WCOP's "Dinner Winner" show, beginning July 19. Nelson Bragg emcees the radio-phone game, which airs Monday through Friday, 6:45 to 7:00 P. M. in Boston.

Agency for the account is H. W. Kastor & Sons.

### WOL Washington Showcases Dance Celebrity Program



Showcasing a network dance remote with a novel twist, WOL-Mutual is now originating a weekly Saturday pickup from Washington's swank Shoreham Hotel summer dining terrace.

The Barnee-Lowe orchestra, Capital favorite for two decades, furnishes music with emcee Barnee

Breeskin handling informal interviews with visiting celebrities. A mecca for the nationally famous, the Shoreham's outdoor terrace has been designed to permit table-side microphone conversation with invited statesmen, stage, screen and radio stars, some of whom will visit Washington especially for the broadcasts.

WOL's George Campbell will announce.

### WNBC Airs Medical Show

"Inside the Doctor's Office" recently made its debut on WNBC New York City. A new program series, dramatizing interesting medical case histories, it is aired 9:45 to 10 A. M. Monday through Friday. Featured on the show are Dr. Frederic Damrau and Adeline Maneery. Dr. Damrau, nationally famous authority on many phases of clinical research, is a New York physician who has chosen his own interesting medical cases for the series.

## New Shows on WICH

New program changes on WICH Norwich, Connecticut, have been announced by John Deme, general manager. "Home-makers Exchange," aired from 12:30 to 12:45 P. M., conducted by Ann Meder, continuity writer, is designed so that the listener may telephone a household problem to the station and obtain an answer on the air as phoned in by another listener.

"What's Cooking" is a five-minute, six-day-a-week show which relates the social news and events in and around Norwich. On the air only a few weeks, high listener response has already been noted.

## Harmony Rangers on Air

Mac McGuire, emcee of the early morning wake-up show, "Start the Day Right," aired over WIP Philadelphia, dons boots and breeches to become chief of the singing cowboy group, "The Harmony Rangers," every morning at 9:45.

Well known to fans for their unusual trio harmony arrangements of ballads, yodels and hoe-downs, "The Harmony Rangers" will replace the station's Educational series, which will resume in September.

## "District Matinee" Bows

WOL Washington is also premiering "District Matinee," a five-times-a-week, ninety-minute segment of music and baseball results.

"District Matinee" will honor anniversaries, birthdays and similar occasions with special requests. It features Ray Hutchinson, WOL-Mutual staffer, in the emcee spot.

## "Sand Man" Show Stars Sand

"That Sand Man" is not that man who puts youngsters to bed. It's the title of a new show being broadcast over WINX Washington. And it features Washington comedian-disc jockey Lester Sand.

Sand's offering is a two-hour program to be heard at 8:05 each evening Monday through Saturday.

## Slices-of-Life Shows Air on WKRG Mobile

"Open House" is now being held on CBS outlet WKRG Mobile, Alabama, every Tuesday and Thursday at 8:45 A. M. Guy Harris, his wife Virginia Freret, and their year-and-a-half old son Jimmy star on the slices-of-life show.



Now when slices-of-life shows are making their bow over the air, a young couple and two lovely matrons in Mobile use the new trend to their advantage in women's programs. Besides the "Open House" show, "Ramie and Ruth" chit-chat at the same time Monday, Wednesday and Friday about their six children, women's problems and world questions. The four young people link their respective shows with a "neighbors" theme, all of them sharing their family problems and frequently showing up at the other's program.

And, something new has been added to "Open House." It's a soap opera angle with the versatile radio pair, Virginia and Guy, playing various characters, among them their own year-and-a-half-old son, Jimmy. The plot very deftly tells the story of a young couple who move to a new city and a new job, with all the accompanying trials and tribulations. No sooner is everything "settled" than Suzanne Lamar appears at the Harris' begging room and board in exchange for services as a maid. She is a young French girl whose story of being displaced is not quite believed by Virginia who intends to find out her true identity.

There's always truth, sometimes tragedy, and more frequently humor awaiting visitors at the WKRG "Open House."

Some of the slices-of-life have been: "Househunting," "Moving," "Arranging Furniture" and "House-warming." Scheduled for the future are such topics as: "Diary of a Baby," "Budgeting" and "Mud-Pie Special"





## SHOWMANSHIP IN ACTION

### Station Offer Aids Sick Child

Radio Station WDSU New Orleans garnered a great deal of local and national publicity and photo coverage recently as the result of a smooth promotion idea, good showmanship and sincere interest in helping a needy family.

About two months ago the station, in cooperation with a leading furniture merchant and apartment house, launched its "Tenant Wanted" project. Designed as a mail pull, it offered a rent-free "Dream" apartment and \$1800 worth of new furniture to a worthy family that needed a home.

The contest was conducted exclusively by DeeJay Dick Bruce on his mid-afternoon record show. The associate editor of an afternoon newspaper and two prominent social workers served as judges. Judging was based on the promise that the winners would be given a real "lift" by the award.

Hundreds of letters poured into the WDSU mail desk, and after screening and investigation, the judges selected the young parents of a "Blue" baby who must be operated on by a Johns Hopkins specialist within ten months to live. The father is employed in G. I. on-the-job accounting training. After paying their rent the little family had only \$90 a month for all living expenses including necessary medical care for the child.

An unexpected turn of events arose when the child was rushed to the hospital the night before the presentation. On the morning of the presentation Bruce journeyed with reporters to the hospital, set up his wire recorder in a closet, and sum-

moned the teen-age mother, Mrs. Warren Boudreaux.

As Bruce told her that she and her husband won the award, she sobbed, "God has been good to us" into the WDSU microphone. In the following five minutes Bruce garnered one of the most heart-rending spontaneous interviews ever recorded on wire.

The *New Orleans Item* splashed its front page the following day with a four-column pix and human interest story headed by Mrs. Boudreaux's "God has been good to us." UP and ACME'S New York offices released copy and photos to all member newspapers.

Bob Swezey, WDSU Executive Vice-President, said the amount of solid public relations, good will and listener interest precipitated by the promotion was immeasurable.

"I am confident that promotions similar to our 'Tenant Wanted' could be utilized by other stations successfully," Swezey said.



### Show Sold on First Try

With the soft drink industry behind in sales, it is becoming increasingly difficult for radio stations to secure advertising campaigns from the bottling people.

WLOW Norfolk, Virginia, independent, though has come up with a program idea that was sold the first time it was offered to a local bottler.

WLOW officials signed up the girl selected as "Norfolk's Outstanding Teen Ager of 1948-1949" to do a weekly show for the teen set. Miss Vera Trexler, a 17-year-old graduate of Maury High School, conducts the program, called "Summer Edition," every Saturday morning for Royal Crown Cola.

The show combines teen-age gossip with activities for the week to come for teen-age boys and girls, with teen-age guests appearing on each show. Miss Trexler writes and produces her own show. She is also editor of the Teen Age page for the *Norfolk Ledger Dispatch*, Norfolk newspaper.

## KITE Names Goodwill Girl

Elaine Winson, a professional model, has been employed by KITE San Antonio, Texas as a "Goodwill Girl." Miss Winson is visiting local business men and city officials, wearing the new "Man from Mars" radio which is a tiny portable radio concealed in a tropical helmet, but sporting a hoop antenna on top.

As Miss Winson goes from office to office, she hands out special KITE gifts and keeps the radio tuned to KITE.

## KRNT Helps Form "Knot-Hole-Gang"



The Bruin Boosters, formed to permit members of the Hey Bob Safety Legion to attend free, all home games of the Des Moines Bruins, has been organized by the

sponsors of the Legion and its weekly "Hey Bob Show" broadcast—KRNT Des Moines and The New Utica Clothing Company.

Over 500 "Hey-Bob-ers" attend each game, sitting in a special bleacher section assigned the club by the Cub-owned Bruins. "Hey Bob Show" emcee Bill Riley and a New Utica group are on hand at each game to supervise their young charges.

The Safety Legion membership has now exceeded 10,000 in less than a year. The Saturday safety fun-fest audience participation broadcasts have regularly drawn attendance of 1,000 to 1,900.

## New Plan on WFGP

WFGP Atlantic City, New Jersey, has inaugurated a new program plan, whereby all local music programs use the same general name, the "Million Dollar Ballroom." It is broken down into 15-minute segments so that whenever the listener tunes in, he is sure to hear a segment of "Ballroom."

WFGP now calls itself the "Million Dollar Ballroom" station.

## Talent-Hunt Emcee Wins Prize Himself

It's not news when a man runs a radio talent-hunt show. It is news when he walks off with the biggest prize himself. Keith Sherriff, of Station WVET Rochester, New York recently experienced this man-bites-dog procedure.

Harry Altman, Buffalo night-club owner and producer, came to Rochester to judge the finals of Sherriff's "Stairway to Stardom" talent-hunt. His plans were to award the winner a week's engagement at his Town Casino in Buffalo plus a week's engagement at his Glen Park Casino in Williamsville, New York. So impressed was he by the antics of Emcee Sherriff, that after performing his contracted-for duties, he offered Sherriff a healthy figure to become permanent Emcee of the Glen Park, starting next fall.

Sherriff has been shouting about wonderful prizes for ten weeks. This was one he hadn't figured on.

## Station Promotes Jobs

An attempt has been made on WDRG Hartford, Connecticut, to bring jobs and job-seekers together and increase employment, by starting a "This Is Hartford" program. Anyone who has a job to offer in Connecticut is asked to write to WDRG outlining specifications of the position. Each morning these specifications are read, but the name of the employer is withheld. Only a number is used to identify a particular job.

Interested listeners may telephone the station, ask for job by number, and in return they are given the name of the employer to call. Both full and part-time jobs are listed.

## Bakery Drivers Promote Show

Drivers of the Holsum Bakery Company in Charleston, West Virginia, have been wearing sombreros and bandanas, with posters on their trucks, advertising the company's sponsorship of "Cisco Kid" on WKNA Charleston. Holsum recently bought the half-hour program produced by the Frederic W. Ziv Company, and presents it three times weekly over the station.

## Peculiar Radio Interview Conducted in Liquor Store

"I am speaking to you from (*censored*), located at (*censored*), a Topeka liquor store operated by (*censored*) . . ." This might have been the beginning of an all-time unique broadcast aired by WREN Topeka, Kansas, recently.

For the first time in over 70 years, Kansans were able to purchase liquor legally from retail liquor stores on this day—a momentous day in Kansas history. Throughout the State, liquor stores began retail sales at 9 A. M. sharp.

WREN, cognizant of the historical significance and newsworthiness of the occasion, dispatched Bill Yearout, station Promotion Manager and special events broadcaster, to a liquor store nearby (keep this reference to location under your hat), from which point Bill conducted an on-the-scene interview with the store operator. Such inquiries as "What time did you open your store?" "What was your first sale?" "What were the reactions of your customers and on-lookers?" "What types of sales have you made—singles or case lots?" were asked. However, the dealer remained anonymous and was addressed by Bill as "Mr. Operator." Location of his store was not divulged. Mention of brands and prices was taboo, as was any reference to the dealer's state or city license number.

Yearout capably set the scene at the opening of his broadcast, describing the attitudes of Kansans entering the store—some enthusiastically . . . some hesitantly . . . others, guiltily, from many years of looking behind on the approach to the bootlegger's den. He explained that this store was a legitimate Kansas retail establishment, selling liquor legally "in front of God and everybody." Naturally, such a broadcast was precarious business, to say the least, but Yearout attacked the situation bravely by prefacing his broadcast with these statements: "WREN allows me to present this interview in the public interest. We are neither for nor against legal liquor control. WREN takes no stand on the issue. However, WREN is and always will be ever alert, ever cog-

nizant of the newsworthiness and historical significance of such occurrences as this one. And WREN will never falter, whatever the issue, in reporting to you, the people."

## Barry Kaye Begins Campaign For Unique Air Club

Barry Kaye, star of WPAT Paterson, New Jersey, "The Barry Kaye Show," recently began a campaign on his program for a new type of club to be promoted by a radio disc jockey.

Entitling it the "Sixty-five or Over Club," he is confining its air membership to "only youngsters of sixty-five or over." Membership will be denied to all under that age, while there will be no limit to ages above that figure.

Kaye will devote a portion of his daily program to promoting the "Sixty-five or Over Club" with the slogan of "How to live long and happily." His formula will be "through devious fashions," he states: "we're going to have fun."

Kaye himself is all of twenty-five years of age. He admits that it should prove an interesting experiment—for himself and radio. His "Barry Kaye Show" is heard daily on WPAT, from 10 A. M. to noon. Brought to the station from Baltimore, where he was one of that city's most popular disc jockeys, Kaye was a vaudeville headliner before entering radio.

## Rival Political Leaders Stage Radio Debate

Agreement by rival political leaders to stage a long-heralded local political debate put a "reserve" tag on Philadelphia listeners for WIP recently. Debate between Republican Sheriff Austin Meehan and Richardson Dilworth, former Democratic candidate for Mayor, was broadcast with only WIP carrying proceedings.

WIP's Special Events Department had a standing order from Benedict Gimbel, Jr., president of WIP, to cancel commercial time whenever the debate was agreed upon, and give listeners the full public service to which they were entitled. "Philadelphians have been promised this word battle for a long time," said he, "and they are entitled to complete coverage."





## PROOF O' THE PUDDING

### Radio Ad Pays Off

A Colorado newspaper editor went home from Denver recently, firm in the belief that radio advertising pays off in a hurry. And a fugitive from the Midwestern heat wave is equally sure there's no employment problem in the West.

It all came about when City Editor Helen Thielke of the Leadville, Colorado, *Herald Democrat*, was interviewed by Master of Ceremonies Starr Yelland, during one of Station KOA's locally originated studio shows, "Free For All."

Yelland popped the question, "What are you doing in Denver?" to which the editor replied, "Looking for a printer to work the summer months."

Within four minutes, another member of the studio audience, C. Leroy Carlson of the Adbuilder Press of Kansas City, Missouri, had applied for the job and been accepted. Carlson explained that he had come to Colorado to escape the heat wave in his home town.

As he left the studio with his new "boss," they were met by a crestfallen man, who had heard the original interview and raced several blocks to the station to submit his application.

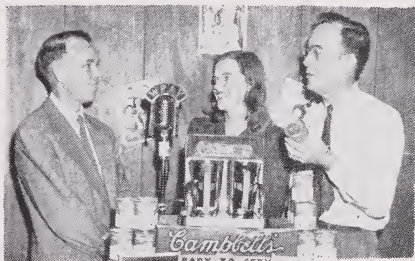
### Craig Oil Renews

The Craig Oil Company, Los Angeles, renewed its six weekly participations in the KNX "Housewives Protective League-Sunrise Salute" programs for 52 weeks beginning Monday, August 1. William W. Harvey Company, Los Angeles, is the agency for the Craig account and R. C. Lockman is the KNX account executive.

### Radio Station Wins Award In Secret Promotion Contest

Contest winners are always news, but here is the story of a winner where the contestants were not aware of the contest. Judging was done on the regular day-by-day promotion, without the usual incentives. Winner of the contest was Gerald Boyd, station manager of WPAY Portsmouth, Ohio. But this letter from John Hoagland of Campbell Soup Company, explains the "secret" contest:

"It is always a pleasure to tell someone they have won a prize. It's nicer still when the recipient of the gift wasn't aware of a contest or the possibility of a reward. That is why I enjoy writing this letter to you and your associates at WPAY.



From left: Franklin Torrence, Campbell Soup Company; Ann Evans, WPAY Promotion and Merchandising; Gerry Boyd, WPAY Manager

"In going over summaries of station promotion during the past six months on behalf of our 'Club 15' and 'Edward R. Murrow with the News' programs the other day, we noticed that a few stations seemed to be putting a lot more effort and thought into their promotional activities than the average. Of course, we appreciate the cooperation we receive from all stations, but we felt we'd somehow like to say a special 'thank you' to the stations whose promotions were really outstanding . . . So 'Thank you very much,' Mr. Boyd, and please express our thanks to your Ann Evans for her splendid support.

"We are sending you and the Promotion Staff at WPAY a little present under separate cover. It is one of our new Campbell Counter Kitchens with two hot cups for heating Campbell's Ready-to-Serve soups and two cases of our new indi-

vidual service soups. This might be a pretty handy thing to have around a radio station for a quick snack at lunchtime or when you're burning the midnight oil.

"Mr. W. S. Jarrett, our District Sales Manager, will arrange for you to receive two assorted cases of Campbell's Ready-to-Serve soups in the near future.

"We hope you will find this to be a practical expression of our appreciation and that you and the personnel of Station WPAY will enjoy it."

### **Radio Scores in Tulsa in Public Interest**

Forty minutes before the regular 10 P. M. newscast, the hospital Administrator called the news bureau of radio station KVOO Tulsa, Oklahoma, to report the hospital needed four new iron lungs at once.

The hospital's three iron lungs already were in use 24 hours a day; one patient was in an oxygen tent for want of a man-made lung, and two more patients were due in that night, both in need of this great breathing device.

Even though the strange disease had not reached epidemic proportions, polio victims were being brought into Hillcrest Memorial Hospital in Tulsa from all over Oklahoma. And scores of patients filled the ward and lined the corridors at Hillcrest, many of them in critical condition.

Bryce L. Twitty, Hillcrest administrator, asked Bob Jones, KVOO newscaster-reporter, to announce the need for the iron lungs. That was at 9:20 P. M. Wednesday, July 13. The plea led off the 10 o'clock news broadcast that night.

Twenty-four hours later, Bob Jones told his 10 o'clock listeners that Twitty had the promise of two iron lungs from hospitals in McAlester and Bartlesville, and that the American Women's Volunteer Service group in Tulsa had purchased one at Cambridge, Massachusetts, for use here.

The two lungs from the hospitals arrived Friday, July 15, and that night, eight officers and crew members of the 125th Fighter Squadron of the Oklahoma Air National Guard took off in a C-47

paratrooper-ambulance for Boston to pick up the lung purchased by the AWVS. They were accompanied by Bob Jones, who transcribed a broadcast in Boston, and reported on the trip made under adverse weather conditions.

At about midnight Saturday—after 16 and one-half hours in the air out of the last 24—the plane landed at Tulsa's municipal airport with its cargo of mercy. The iron lung was pressed into service at Hillcrest on Sunday.

The rest of the story is told in excerpts from a letter by Mr. Twitty to KVOO:

"This note is to tell you how very grateful we are for the cooperation and participation of your radio station in securing the new Emerson Iron Lung.

"We feel that your station created the interest that caused us to get the lung in the first place, plus the loan of two more . . .

"This iron lung is at this time the cause of one little boy . . . being alive . . . We appreciate beyond words your fine station in its contribution in saving the life of this child."

And radio scores again . . . in the public interest.

### **Emergency Appeal Wins Overwhelming Response**

A life-saving triple play, involving a WMGM baseball broadcaster in Cincinnati, Red Cross Blood Banks in Brooklyn and Manhattan, and a 14-year-old boy suffering from a malignant condition in a Brooklyn hospital, recently produced a steady stream of volunteer blood donors for the stricken youngster.

Triple play began when father of a boy who needed treatment for Hodgkins Disease asked Greater New York Red Cross Blood Program for assistance in obtaining blood donors. Red Cross Chapter in Brooklyn telegraphed story to Red Barber, who broadcasts the Brooklyn Dodgers' baseball games on WMGM. From the booth at Crosley Field in Cincinnati, Barber told listeners the story.

Response was overwhelming; the Red Cross likened it to "wartime." More than 150 calls were received during the two-hour period following the first appeal.

## KPIX Again Aids Police

KPIX's unique "Wanted and Missing Persons" telecasts paid off again recently when San Francisco police took into custody a man wanted for passing fictitious checks.

On a recent KPIX telecast, Inspector Edward Comber, representing the San Francisco Police Department, aired the photograph of a man wanted for the passing of worthless checks. Accompanying the picture was a full description of the subject and his method of operation.

A week later, while Officer Robert C. Wilson was on routine motorcycle patrol, he was approached by a man (his own request, unidentified) who pointed out a passerby, stating that he had seen his picture on a KPIX telecast and that he was wanted for passing fictitious checks. Officer Wilson followed the suspect into a nearby bar and apprehended him attempting to cash still another worthless check. At the police station, the suspect admitted cashing more than 50 such checks and is presently being held.

This is the third time, since the inception of the "Wanted and Missing Persons" program on KPIX shortly after the station's programming debut on the first of January, 1949, that police have reported immediate results. "Wanted and Missing Persons" is presented as a public service by KPIX, in close cooperation with the San Francisco Police Department, and is carried twice weekly.

## KNBC Is Cited for Public Service

An award-winning public service program broadcast over KNBC San Francisco, is adding another honor to its record.

"Forests Aflame," a nine-week series of dramatic stories presented to drive home the importance of fire prevention in an entertaining way has been presented an honorable mention citation for outstanding service in fire prevention. Award was made to KNBC for the second consecutive year by the National Board of Fire Underwriters.



## CONTESTS

### Choosing Tarzan

Novel feature of "Tarzan" program on WMB San Juan, Puerto Rico, is a contest to choose a 15-year-old boy to be Puerto Rican "Tarzan" of 1950. Weekly winners are chosen from photographs taken in loin cloths and characteristic Tarzan poses.

### Sportingly Yours



Fishermen in Milwaukee, Wisconsin area are winning prizes along with angling know-how on WISN's "Sportingly Yours." Listeners are told where and when fishing will be good, and \$100 in fishing equipment is offered nightly for best hints

on how to catch elusive trout or bass. Guest fishermen appear on show, which includes all-sports roundup.

Program is sponsored by Milwaukee Coal Heating Service, Ryan Nash, Inc., and Earl Dewey's Sport Center, all of Milwaukee.

### Meet Rex Dale

"Meet Rex Dale" is a new off-the-air feature inaugurated by WCKY's Rex Dale, conductor of the Cincinnati, Ohio station's morning "Breakfast Time," heard daily from 7 to 9 A. M.

Dale will make personal appearances in crowded downtown spots. Each day, the first person to identify him, and who walks up to him and says: "You're Rex Dale of WCKY," will receive five dollars. The next 45 persons who do likewise will receive crisp dollar bills.

The appearances are made daily at 12:45 P. M., since Monday, July 25. On the



first day, Dale walked across Fountain Square. Tuesday, the 26th, he was in the Carew Arcade between 12:45 and 1 P. M. Wednesday, he walked through the Post Office Building at Fifth and Walnut. Thursday, he bought a ticket and walked into the Altee Theater. Friday Dale was stationed at the entrance of Hotel Gibson, and Saturday walked into the lobby of the Hotel Sinton.

WCKY has been offering Dale's picture as a giveaway on his Breakfast Time program. Listeners obtained the picture in order to readily identify him.

### • **WKDN Announces Winners Of Month-Long Contest**

Elliot H. Luce, 227 South 46th Street, Philadelphia, and Mrs. Ida Sampieri, 113 W. Barker Avenue, Woodbury, New Jersey, have been named First and Second winners, respectively, in WKDN's "Name the Program" Contest.

The contest, planned by Program Director Edwin Tucker, was opened to listeners in the Philadelphia and South Jersey areas four weeks ago, in conjunction with the station's popular new half-hour session of Polka Music.

Chosen from a group of almost 4,000 letters by a board of judges including John H. Annis, Executive Vice-President of the Camden Trust Company, Harry Schaeffer of the Square Deal Furniture Company, Bud Stretch, *Courier Post* Radio Columnist, Major Ranulf Compton, President of the South Jersey Broadcasting Company, and Edwin W. Tucker, Program Director of WKDN, Mr. Luce's winning title was "Polka Patch."

Prizes, donated by Square Deal Furniture Company and Polk Appliances, include a 1949 Television Set and a \$200 Spin-Drier Washing Machine.

The newly named "Polka Patch" program is heard daily from 2:30 to 3 P. M.

### • **"Dress up Quiz" Offers Vacation Contest**

Right on the heels of the Bermuda Vacation Contest, Gordon's "Dress Up Quiz" is offering another all-expense vacation contest. This time the prize will be

two weeks in Mexico, for two, for merely finishing a simple jingle: "South of the border down Mexico Way" in 25 words or less.

"Dress Up Quiz" is heard over WGN on Sundays, 2:30 to 3 P. M., CDST. Full details were announced by Emcees Holland Engle and Ed Cooper on the program Sunday, July 24.

The trip will include a flight via American Airlines flagship to Mexico City where the couple will stay at the new ultra-modern Del Prado Hotel for a week. From there they will go to Lake Tequesquitengo where they will spend two days at the exclusive Hacienda Vista Hermosa.

In addition, Gordon's will also present a complete vacation wardrobe to both parties.

Every person who enters the contest will receive one ticket for a moonlight cruise on Lake Michigan on the City of Grand Rapids.

### • **Firm Wins Spot Campaign Contest**

Announcements placed by Fisher Flouring Mills Company, Seattle, were responsible for the firm's winning first place in the Live Announcement Spot Campaign competition conducted by the Seattle Advertising and Sales Club. Radio was used by the company to introduce its new product, "Fish 'n' Chips."

Announcements were spotted on Fisher's 12 weekly newscasts over KOMO, Seattle, starting late in January and continuing through Lent. Three potato chip manufacturers in the northwest tied in with the campaign, and all reported increased off-season sales. Pacific National Advertising Agency handled the campaign.

### • **Peter Paul, Inc., To Renew Sponsorship of News for 52 Weeks**

Peter Paul, Inc., has signed a new contract for sponsorship of WNBC New York's 6 P. M. News with Kenneth Banghart on Tuesdays, Thursdays, and Saturdays, it was announced recently by John C. Warren, sales manager of the station.

The order, to take effect September 6, was placed through Platt-Forbes, Inc. Charles H. Phillips is the NBC Spot Sales account executive.



## JOHNNY ON THE SPOT

### WQXR New Business

Continuing its promotion of travel in Sicily, The Region of Sicily in Palermo, Italy, returned to WQXR New York with a four-weeks' campaign of one-minute evening spot announcements beginning July 18.

Handled through the Gotham Advertising Agency, the original contract in March promoted springtime vacationing in the Italian area with the present campaign continuing to stress vacationing in Sicily.

J. and J. W. Williams, Inc., through David E. Rothchild Advertising Agency, has signed a 17-week contract with WQXR for one-minute daytime spot announcements three-times weekly to promote its carpet cleaning company. The contract was effective July 12.

The Murine Company, Inc., began a 13-week spot announcement campaign over WQXR on July 18. Handled through Batten, Barton, Durstine and Osborn, the contract calls for one-minute daytime spots three times weekly.

### Doubleday Renews

Doubleday & Company has renewed its contract with WQXR New York for 13 weeks beginning July 11. Utilizing one 15-minute period of each day's program of "Morning Melodies," the campaign is augmented with spot announcements in the evening hours. Commercial copy varies to cover several of the latest books on Doubleday's publication roster.

Huber Hoge and Sons advertising agency represented publisher in signing of the contract.

### New Contracts and Renewals on WOR

New contracts for series of spots on WOR New York have been signed by Messing Bakeries, Inc., through Blaine-Thompson Company, on "Luncheon at Sardi's" and Standard Brands for Tender Leaf Tea spots. Compton & Company made contract.

Two airlines have renewed spot placements: Transcontinental and Western Airlines, Inc., on a long term basis through Batten, Barton, Durstine & Osborn; Eastern Air Lines through Fletcher D. Richards, Inc.

Other spot renewals include Willoughby Camera Store, Inc., through Sterling Advertising Agency; Manufacturers Trust Company, for its bank service, in "Rambling with Gambling" through Pearson Advertising Agency, Inc., and Beltone Hearing Aid Company in "Rambling"—with the Chicago office of Ruthrauf & Ryan the agency.

### WNBC Spot Business

A contract for station breaks to run through December 27 has been placed by Procter & Gamble on WNBC New York, through Dancer, Fitzgerald, Sample, Inc. Firm has taken the 7:30 P. M. and 10:30 P. M. station breaks on Sundays and the 11 P. M. break on Tuesdays.

One-minute announcements in the Bob Smith and Norman Brokenshire programs will be sponsored by Colgate-Palmolive-Peet Company. The 26-week contract was handled through William Esty Company.

Singer Sewing Machine Company has signed a 52-week contract for participation in the Mary Margaret McBride program. Order was placed through Young & Rubicam.

### Celco Campaign

Celco Corporation, Los Angeles, ran a two-weeks test campaign on three Portland, Oregon stations for Crayoffs, crayons that wash off. In addition to a half-hour daily news show, company ran one daily chainbreak on KOIN and daily spots on KGW and KXL. If successful, campaign will be extended nationally by agency Mayers Company, Los Angeles.

## **New Spots on WPIX**

New spot business on WPIX New York includes a 26-week spot for Piel Brothers Brewery through the William Esty Company. Company has resumed its daily 20-second weather spot. American Cigar and Cigarette Company, through Sullivan, Stauffer, Colwell & Bayles, placed one-minute Pall Mall participations on the Saturday night Metropolitan AAU boxing telecasts.

Also through SSC&B, Carter Products placed one-minute participations for Arrid Creme Deodorant on "Six Gun Playhouse" and "WPIX Film Theater." Both weekly series run 13 weeks.

## **RKO Radio Signs for Spots**

RKO Radio Pictures, Inc., through Foote, Cone & Belding, Los Angeles, is sponsoring a 52-week series of three weekly spot announcements over KNX Los Angeles.

## **Vineyard Plans Spots**

Spot radio is reported included in the advertising plans of Cella Vineyards, San Francisco, in a drive to popularize Betsy Rose grape juice this year. Firm has plans

to market a million cases of the California-made grape juice this year.

## **Retailer Makes Purchase**

National Outlet Stores, New York retailers of women's dresses, has purchased a Monday-through-Friday schedule of participating spots the "Mr. and Mrs. Music" show broadcast over WMCA New York. An additional schedule of spot announcements fills out the week.

## **Bristol-Myers Uses Local Spots for Ipana**

A big national network advertiser for years, Bristol-Myers Company is using radio on an area basis for the first time. Company has just purchased spots on WOAI San Antonio, Texas, to promote sales of Ipana.

## **WKDN Spot Sponsors**

Edmar Communications Company and the Amazing Paint Shop, Camden, New Jersey, are the newest participants in the WKDN spot line-up, having purchased time on the station's wake-up show, "Move It Over."

## **Slum Clearance (Continued from page 15)**

of all citizens of any modern city, that disease was a danger to all its citizens. The health angle was also pushed in the educational programs. Residents of the slum areas were taught proper conditions of sanitation and cleanliness. Children in school were taught personal and community hygiene.

The use of WFBR by the Citizens Association serves as a platform from which to disseminate all the information needed by a city striving for self-improvement as is Baltimore. It is one of the finest mediums for presenting information to a general mass audience that such a committee could use. Not only is it used to give the air of urgency to the necessary redevelopment that must be done, but to spread facts about slum conditions of which the average public is unaware.

The Citizens Association is cognizant of

the differences of opinion that arise in a question of this magnitude. Hence the format of the show is arranged as a forum. There are always Association members present together with anyone who cares to discuss any slum problem either pro or con. In this way no citizen can claim that his side of the picture is not being represented or that action is being taken without his having a voice.

WFBR in Baltimore has shown how a really useful and effective public service can be done for a community by a radio station. Working together with the Citizens Planning and Housing Association, WFBR has helped both the Association and Baltimore advance toward the desirable end of slum clearance. Realizing that it is a long and hard task, WFBR and the Association are ready to work toward making 50 thousand substandard dwellings pay their way in taxes, better health, and less crime.



## WHA V Show

(Continued from page 5)

sale of winter coats in March of this year. Throughout February and March, Grad's had run large newspaper ads to sell out these winter coats at a reduced price. Some still remained on the racks, however, so Grad's decided to use part of the newly signed contract . . . some of the additional radio announcements. While it was definitely not the season to sell winter coats, and in spite of the stock being at a very low point, the response was so terrific that Grad's sent a letter to the station, saying "thanks" for their part in the success of the promotion.

The entire publicity for the sale was through radio, and the sales on these winter coats were as great or greater than that of any similar period since the first of the previous December, during which time there had been several much more costly promotions used via other media than radio.

Grad's letter to the station follows:

"Last Thursday, Friday and Saturday, I ran some advertising over your radio station in which I featured markdowns on winter coats. Due to the fact that it is now so late in season and sale of winter coats is therefore quite limited, I did not wish to spend the money for additional newspaper advertising on this promotion.

"While I did not do this with any intention of testing the results of radio advertising, it nevertheless served this purpose. I think you might be interested to know that our weekend sale of winter coats was, with two exceptions, the greatest of any week since the first of December. I feel that . . . the staff of WHAV deserve our commendation for their part in making this promotion a success."

Thus the case of Grad's success with a revised advertising program illustrates WHAV's idea that "Hand in Hand go Programming and Results." To explain: strong programming builds a strong audience and builds results for every advertiser.

One more satisfied sponsor found that when station and sponsor work hand in hand, results will show!

## Medical Package

(Continued from page 8)

tional material. The response proves that there's a market for "special feature" radio as for "special feature" material in magazines and newspapers. Even a public service can pay its own way if addressed to as well as in the public interest.

Recommended sponsor prospects in addition to pharmaceutical houses and druggists are banks, utilities, insurance companies, service organizations, food product distributors, dairies, household commodity manufacturers, soapmakers.

Five successful years of broadcasts are proof that radio is a suitable vehicle for medical broadcasts and the furthering of medical knowledge among laymen. They prove also the power for local sponsors of local programming via local stations. More outstanding than anything else perhaps is its proof that a public service program may also be a successful commercial venture without detracting one iota from its ideals and aims.

## Teen Ager's Swarm to WPEN

(Continued from page 13)

and there is a long waiting list. It is choice radio time.

This afternoon program of records, humor and audience participation is an excellent vehicle for the advertisers who are lucky enough to win spots on it. The program is so popular with so many people that all commercials reach a large and responsive audience. What more can a sponsor wish?

## Southern Disc Show

(Continued from page 11)

bit of special promotion into the spot, and Roy reports a minimum of five phone calls following each announcement. And out of the interested persons who make the calls, at least twenty new clients are added weekly as a direct result of spot advertising.

Strangely enough, most of the clients who call after the spots, visit the studios between three and four and Roy keeps the

dials set at WAFB so his clients can enjoy Ralph's show along with their Swedish massage.

WAFB salesman John Lejeune sold Bookout's Bakery a fifteen-minute portion of "Pappy's Party" once a week. The bakery, which is located outside the business district, was, for the most part, dependent on neighborhood trade. Bookout wanted to increase his service area, particularly for party orders and wedding and birthday cakes.

After just one program on which banana cream pies were promoted, Bookout's Bakery not only sold every banana cream pie in stock, but every other pie on hand, plus the complete stock of pastries. It has since become a ritual for Mr. Bookout to send Ralph one of his special delicacies each week and Ralph saves it for consumption on the program. Then, in addition to regular commercials, Ralph tells his audience what delicious treat he is munching and describes it so avidly, Bookout's Bakery can hardly supply the demand for the product.

#### TRADE INCREASED

The fifteen-minute show has increased trade to an area never before reached, and orders for wedding and birthday cakes and special party squares have been pouring in.

Tony Miranda's Cycle Sales listened to Burge's show and decided a fifteen-minute segment would be a good medium to advertise bicycles, servi-cycles and cycle accessories. Miranda wanted to push a sale of bicycle bells and horns, so he sent Ralph samples to use for demonstration while reading the commercials. The result was a real live commercial interspersed with bells and horns at appropriate intervals, which, in turn, resulted in traffic increase and sales for the cycle shop.

St. George Hines, manager of Peerless Laundry, bought fifteen minutes of "Pappy's Party" on Monday, Wednesday and Friday. Hines was interested in promoting the new "fluff dry" laundry process, and, of course, wanted to reach an audience of Baton Rouge housewives. At

the same time, the advertising campaign had as an objective, making the public "Peerless Laundry" conscious. Spots used on the show called attention to the grey and green Peerless Laundry trucks which stood for service plus. Hines reported a noticeable increase in clientele, and is thoroughly satisfied with the results.

Another sponsor for "Pappy's Party" is Weekly's Cocktail Lounge, which uses a half-hour segment once a week. The commercials used on the show are institutional to a great extent, with emphasis placed on the current entertainment featured at the lounge. The response has been capacity crowds nightly.

#### SPOTS TAKEN

Many small merchants have bought spot time on the show and all have enjoyed unusually good results.

Remember when bobby-soxers swooned when Sinatra crooned? Well, Burge has the same effect on housewives, and when he says, "Stay sweet, you li'l ole' rascal, 'cause ah likes ya," there's hardly a female listening who isn't convinced Ralph is speaking to her and her alone. He presents an unusual technique throughout his show, and is the type radioman copy departments rate as ace-high. The reason is obvious: most of his commercials are talked around skeleton outlines, with Burge promotion angles injected that make people listen. But ad libbed or read word-for-word, Ralph can sell and there's no doubt about it.

Before his show, Ralph auditions every record he selects and he knows some interesting bit of data about practically every artist he introduces. One particular Burge specialty that the audience likes is his faculty for cueing a record exactly and talking back to the vocalist, just one of many personality twists that can make a record show a real promotion.

Cost of the show is at a minimum and pleased sponsors are the best instances for proof that a record show isn't limited to just spinning discs, but can be turned into a top-notch program with an accent on increased sales for sponsors with just a little effort.

## Weekend Trip Given (Continued from page 4)

a continuous source of good will for WLOW, Haynes, and Philco. Another set of winners who stirred the hearts of all local residents were Mr. and Mrs. A. G. Madison of Norfolk. This couple, who had not had a vacation in 15 years, were able, through the generosity of the show, to spend their Golden Wedding Anniversary in Washington.

All sorts of quizzes and prize gimmicks are used during the actual show. Prizes for these include such things as a half-dozen pairs of rubber gloves and a baby dress. There are prizes for, besides the zaniest hat, the lowest numbered ticket and the person bringing the most guests. And

one of the most vexing problems has a mystery sound effects record, which the guests try to identify. A large jackpot of prizes also goes to this winner.

"Week-end in Washington" has proven its merit to both the sponsors, Haynes Furniture Company and Philco Refrigerators, and WLOW the station which carries the show. Show has paid off to both in the two attributes of any successful radio show—good-will among the listeners and local area, and increased sales. Here is the formula and working model of a show which is as successful as any. "Week-end in Washington" has paid big dividends to all concerned.

## Panel-Backed (Continued from page 17)

network program, and the following year began their first TC programs.

Modgelin used its sponsorship to get its product into Southern California markets, and within eight weeks had achieved distribution enabling them to take a regional network program.

Year after year, for fourteen years, HPL-SS, the program that sponsors the product, has piled up success stories like these:

The Soil-Off Manufacturing Company purchased a four-week test participation in Housewives' Protective League—Sunrise Salute. Within fourteen months after the first test participation, Soil-Off (whose six subsequent renewals had extended their participation to forty-two weeks), had increased their sales by 600 per cent, and had quintupled their retail outlets. The increased demand for their product forced them to build a new plant with twice the capacity of the former one.

Alaska Pacific Salmon Company: Within six months after this advertiser secured participations on HPL-SS, the Safeway Stores, the West's largest grocery chain, had stocked it in all of their Southern California stores. Within one year after HPL-SS began advertising it, Alaska Pacific had entirely replaced its major competitor on Safeway shelves, and had reached the position where it distributed over fifty per

cent of all the canned salmon sold in the area.

Helms Bakeries bought a trial participation on KNX's HPL-SS. The program increased the sale of their cookies from 300 dozen per week to 11,494 dozen! Popcorn sales increased from \$237 to \$1,158 per week. Helms Bakeries gave HPL-SS the credit for doing a better sales job than *all other media combined*.

Coast Federal Savings and Loan averaged \$17,933 deposits a month from other advertising. Then they bought a participation on HPL-SS. In one month their deposits increased to \$136,395. Later the sponsor wrote: "More than \$2,000,000 in deposits are directly attributable to our participation in Housewives' Protective League during a two-year period."

Golden State Company, Ltd. bought a participation on HPL-SS and in less than one month the program had put 1,800 new customers on their delivery routes. After three days they had to stop an HPL announcement of an Ice Cream Easter Egg Special because the orders coming in were far beyond their production capacity. They sold 8,000 special Ice Cream Easter Eggs, whereas orders in the two previous years had totaled 1,800 and 2,000.

All sponsors agree—HPL-SS is the best salesmen they can find. It has proven over and over its ability to make radio advertising pay off.



## Shoe Sales (Continued from page 9)

aimed at producing immediate results.

These results exceeded any expectations.

So many persons visited the store in response to the radio messages that Angelo Benedetti was moved to write the following letter to Robert Kimel, promotion manager of WHAV:

"Many thanks for the way your station put over our Dollar Day's advertising. We never got such a response for so little investment. We did not advertise this sale in the newspapers on purpose, in order to prove the effectiveness of radio advertising, and we can honestly say that for \$11.64 we got the equivalent of \$100 of newspaper advertising."

This success story has a later development which came about recently. The store, which is a two man operation, ran a promotion for Haverhill Value Days. Campaign consisted of eighteen 20-second announcements split up over a two-and-a-half day period.

On this promotion the store had sev-

eral hundred pairs of odd lot shoes which were put on sale at a dollar a pair. Values on the shoes were up to \$3.95. According to reports from Benedetti, between 150 and 200 persons visited the store and asked for the shoes. A large part of this group also purchased other regular-priced merchandise while there!

It was impossible to get an exact figure on the number of inquiries as a direct result of the broadcasts due to the fact that, as has been stated, it is a two man operation and they could not handle the sales and keep any kind of accurate count. However, the estimated figure certainly proves beyond any doubt that the radio spots pulled excellent response.

Needless to say, Benedetti's name goes down on the "Satisfied Customers" side of the books. He has found that the hometown station *does* serve the hometown audience best, and he intends to keep taking advantage of that knowledge.

### Classified Advertisement

Broadcasters! Excellent "Per Inquiry" deals!  
Write Simon Adv., 59 Park Ave., NYC



**in NEW YORK**  
**The PLYMOUTH**  
offers you  
**EVERYTHING**  
in the center of  
**EVERYTHING**

Enjoy gracious living at a great modern hotel . . . accommodating 800 guests, every room with private bath and radio, in the heart of the real New York.

Daily Rates  
Single from \$3.50  
Double from \$5.00  
**LESLIE PAUL**  
Managing Director  
Write for selection of popular  
**VISITOURS**  
Packaged all-expense-included thrill trips with meals, shows and all the sights of the wonder city.

**Hotel Plymouth**  
West 49th STREET bet. BROADWAY and RADIO CITY

# 1001

## RADIO PROGRAMS

### ★ ★ Syndicated Transcribed Script and Live Show DIRECTORY

the new ★

## RADIO SHOWBOOK



*Indexed by  
Producer*



*Indexed by  
Time Unit*



*Indexed by  
Audience Appeal*



*Indexed by  
Subject Matter*



*Indexed by  
Potential Sponsors*



*Indexed  
Alphabetically*

All in one volume . . .  
durably covered and  
printed on heavy book paper

Here is a great reservoir of program ideas. These are shows of yesterday, of today and tomorrow; they are actually produced, readily available.

Here is the most complete listing ever assembled. Up-to-the-minute current releases and sponsor-tested shows that are still doing a selling job are indexed and cross-indexed. At your finger tips are programs to meet the requirements of any sponsor.

RADIO SHOWMANSHIP MAGAZINE  
N. E. COR. 16TH AND CONLYN STREETS  
PHILADELPHIA 41, PA.

Send me the complete in one volume  
RADIO SHOWBOOK printed on book paper.  
I want ☐ copies at \$3 per copy. Check  
enclosed ☐. Bill me later ☐.

Name.....

Address.....

City.....State.....

Radio Stations Can't Perform Miracles

BUT

They Can Help You Sell MORE Merchandise —  
Lower Your Per Sale Advertising Cost —  
INCREASE Your Net Profits.

SO

If You're Interested In Miracles See A Magician.  
If You're Interested In More Business— See Us —  
You'll Find Our Call Letters, Phone Number and  
Address On The Cover.



OCTOBER 1949

# S *howmanship*

PROGRAMMING FOR  
BROADCASTERS • ADVERTISERS  
AM • FM • TELEVISION • FACSIMILE

50c

50c IN CANADA



*Radio Advertising*, the most powerful selling tool of American business.  
Used in proper proportions will keep your business sound and prosperous.

*Call and See*

**KPRO**, Riverside, Phone 6290

San Bernardino, Phone 5157

**KPOR-FM** 80,000 watts, Southern California coverage

**KREO**, Indio, Phone Indio 7-3403

**KROP**, Brawley and El Centro, Phone Brawley 1300

**KYOR**, Blythe, Phone Blythe 2231

**KARO** Television (soon)

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OCT 3 1949

NBC GENERAL LIBRARY

# KPRO

Riverside, Phone 6290  
San Bernardino, Phone 5157  
483 E St.

## Serving the Valley of Paradise

Primary Population.....	336,583
Secondary Population.....	247,741
Total Population.....	584,324
Farm Income.....	\$230,716,871*
Buying Income.....	\$448,352,000
Retail Sales.....	\$409,619,000

BMB Rating: Days, 80% audience;  
Nights, 61%

1948 BMB Survey

# KREO

Indio, Phone Indio 7-3403  
Palm Springs, California

## Serving the Coachella Valley

Primary Population.....	30,211
Farm Income.....	\$ 18,642,280*
Buying Income.....	\$ 21,050,000
Retail Sales.....	\$ 16,534,672

BMB Rating: Days, 87%; Nights, 85%

1948 BMB Survey

# KROP

Brawley, Phone Brawley 1300  
El Centro, California

## Serving the Imperial Valley

Primary Population.....	146,653
(U. S. and Baja Calif.)	
Farm Income.....	\$ 96,377,000*
U. S. and Baja Calif. Buying Income.....	\$138,234,000
Retail Sales.....	\$ 73,658,000

BMB Rating: Days, 84%; Nights, 82%

1948 BMB Survey

# KYOR

Blythe, California  
Phone 2231

## Serving the Palo Verde Valley

Primary Population.....	20,316
Farm Income.....	\$ 16,230,235*
Buying Income.....	\$ 17,100,070
Retail Sales.....	\$ 13,800,260

BMB Rating: Days, 96%; Nights, 91%

1948 BMB Survey

# FM-KPOR

Riverside,  
San Bernardino, California

## Serving All of Southern California

(Including the entire Los Angeles area and rich inland valleys) WITH FULL TIME FM COVERAGE.

Rating So. Calif.: 3% Day and Night

Use all Five  
California  
Rural Net  
BCA Stations  
to cover these  
four great  
Southern  
California  
Rural Valley  
Markets

Permanent  
Primary  
population  
781,504  
Tourist  
population  
325,072

Farm Income  
\$375,320,870

Retail Sales  
\$573,850,672

Buying  
Income  
\$675,786,070

FM Station  
KPOR  
serves all  
Southern  
California  
over  
300,000  
FM sets

\*County Agricultural Commission Reports.

All figures quoted refer to 1948.

99.3% of all homes in these areas have one or more radio sets, 86% of these sets are tuned in 5 hours, 44 minutes each day—that's why you should use radio advertising to reach and sell them.

NOTE—All BMB Ratings are from 1948 Interim Survey

# S Showmanship



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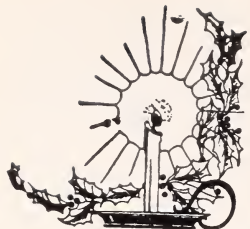
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# Christmas Plans ... 1948

Special programs to celebrate the Christmas season were presented last year in practically every city across the country. Carols, gift offerings, Santa Claus and the "Christmas Story" were given varied interpretations by radio stations throughout the United States. RADIO SHOWMANSHIP now presents a brief survey of programs and promotions which resulted when 1948 sponsors and stations turned their attention to Christmas.

WKXL Concord, New Hampshire gave the town's parents a whole week of Christmas shopping free from Junior . . . a Christmas gift plus. From December 13 to 18, the station and Chamber of Commerce conducted a baby-sitting Christmas party, complete with Santa, gifts and refreshments. Youngsters were interviewed by WKXL during their stay at a local church, where the party was held. Recordings were played back during the evening so parents could enjoy the fun, too.



Among Santa's busy helpers last year were the juvenile cast of WELI's "Youth on Parade" program, who entertained at seven Christmas parties for New Haven youngsters. Parties included the New Haven Advertising Club, the Junior Policemen of New Haven, children of East Haven, as well as four parties for children of New Haven's factory workers.



WWSW Pittsburgh, Pennsylvania started off its Christmas scheduling with an hour-long program of carols performed by a choir of more than 200 voices. Choir included singers from five church choirs and a large glee club. Program originated from Syria Mosque.



KMOX, in conjunction with civic and service clubs of St. Louis, last year sponsored the "Tree of Light," a definite part of the Salvation Army annual Christmas Kettle program which each year spreads Christmas cheer among needy of St. Louis. "Tree" was located at intersection where KMOX provided a booth for receiving donations and broadcasting reports of activities and progress of campaign, as well as interviews. Kickoff for campaign was broadcast at beginning of December. Tree started with 400 dark bulbs, and for each \$100 collected a light was turned on. When \$40,000 goal was reached a lighted star was to appear on top.



Christmas celebration was heard on WIBC Indianapolis, Indiana December 24 as Mary Lois Denny broadcast the "Both Our Houses" program direct from her home. Neighborhood youngsters from three to six years old participated in decoration of the tree, and were allowed to express all views about Santa Claus, Christmas and other Yuletide subjects.



In Hollywood "Christmas at Home and Abroad" was aired by KECA as part of the station's pre-Christmas series heard each Saturday during December. Programs featured Christmas music of this and other lands, the history of Christmas customs and stories from around the world. Highlight of each broadcast was a visit from a motion picture star who came from a foreign land and was interviewed on Christmas customs in their homeland. There was also a recorded selection from Christmas music of the land.



"The Gay Philosopher" heard over KIOA Des Moines, Iowa every evening gave youngsters at the Des Moines Children's Home the chance to say what they wanted most for Christmas. All thirty-five of the children in the home received presents through contributions from listeners. They were given at a big Christmas party broadcast over the Philosopher's program on KIOA. Santa presented gifts around a twelve foot tree.





## *Xmas Series Voted*

---

**AIR FAX:** Santa's reindeer disappear, and two youngsters bring them back.  
**First Broadcast:** Christmas Season, 1944

**Broadcast Schedule:** Daily, 5:30 P. M.  
**Sponsor:** Emery Bird Thayer and Company

**Station:** WDAF Kansas City, Missouri  
**Power:** 5,000 watts

---

Last year for the fifth time, "The Christmas Adventures of Cuddles and Tuckie" were presented on WDAF Kansas City, Missouri by Emery Bird Thayer and Company of Kansas City.

The story, which has been chosen by K. C. school children as their favorite, con-

cerns the disappearance of Santa's reindeer. Cuddles and Tuckie, two little children, find them and bring them back in time for Santa to deliver his toys on Christmas Eve. The thrilling search for the lost reindeer caught the fancy of young radio listeners at once. With childlike imagination, the audience entered into the spirit of the show, believing or pretending that it was really true.

As they followed each new and exciting episode, their letters poured into station WDAF offering advice to Cuddles and Tuckie and suggesting original ways to help Santa get his reindeer back. Fan mail of 1,000 letters for fourteen broadcasts proved the popularity of "The Christmas Adventures of Cuddles and Tuckie."



Cuddles and Tuckie characters were taken from a popular newspaper feature for children, by Frances Royster Williams, published in the *Kansas City Star* for fourteen years. The program has been enthusiastically endorsed by the Kansas City School Board as an art and literary project in the public schools. Thousands of posters, compositions and articles of handicraft were inspired by this unique Christmas story.

#### LETTERS VARY

Letters to WDAF and Santa were numerous and varied. They ranged from notes of commendation from teachers and parents to offers of help from children.

Herold C. Hunt, superintendent of schools, said about the series, "These programs were enthusiastically received by the pupils of the kindergarten and primary grades. The number of children listening reached an exceedingly high percentage of each class. It was interesting

written language as well as spontaneous and dynamic speech. From the educational point of view the stimulation of classroom activities was most significant."

Clarence R. Decker, president of the University of Kansas City, stated, "The series, it seems to us, is a real contribution to children's programs."

From a little boy came the note, "Would you want to use my daddy's hunting dog to help you find the reindeers? His name is Sport and Sport is sure good at chasing rabbits."

And from a fourth grade girl came this message, "I have a good idea how to find your reindeer long before Christmas. If you need any help please call me . . . LI 0891."

#### RESPONSE TERRIFIC

Response to this program through its several years on the air has been terrific. It is a natural for Christmas advertising, with unlimited possibilities for promotion

## *An Annual Favorite*

to note that those who had not been able to hear one of the programs requested their classmates to bring them up to date the following morning. This was eagerly done. The listening stimulated not only excellent writing, modeling and construction, but

and publicity tie-ups with department stores and products of various types. Transcriptions or scripts of this program are available. Information is available from Mrs. Williams, 4917 Glendale Road, Kansas City.

### Department Store Santa

*(Continued from page 3)*

town, every other department store in town was emptied.

This was the second consecutive year for a promotion scheme and the sponsoring of Santa Claus by O. J. Morrison's. They were so pleased that the station production staff is now given full freedom to produce all special events for the store.

It was a great show and from where we sit, a sure bet for any Christmas promotion anywhere in the country.

O. J. Morrison has been with the station since its beginning in 1946. They have sponsored such shows as William L. Shirer, Breakfast Club, and use a tremendous amount of spot announcements, for Hel-bros watches, their beauty shop, sales, dry goods and institutional, besides sponsoring the Santa Claus program each Christmas.

# Santa Comes to Visit

Theme of a series of special public service programs broadcast during Christmas Week from 2 to 3 P. M. by WHLI Hempstead, Long Island, was "Christmas on Long Island." Programs consisted of choral singing by local groups, holiday messages by leading clergymen, interviews with Santa Claus, and a typical Long Island family preparing for Christmas. Christmas concerts by school children, church choirs and other community groups were tape-recorded on the scene for broadcast during Christmas.



In Charlotte, North Carolina, "A Visit with Santa" featured John Trimble as Santa and Fletcher Austin as emcee in WBT's Christmas program for Sears Roebuck. Santa was hidden in the announcers booth in the ground floor studio, and audience children were introduced to Santa over the microphone via "short wave." Program was aired three days a week, afternoons, during the Yuletide season.

In Erie, Pennsylvania Santa Claus arrived early and by air, but minus his reindeer and sleigh. WIKK Erie sponsored the old gentleman's arrival via helicopter. Santa landed on the roof of Sears Roebuck department store in downtown Erie to usher in the Christmas season.

Christmas season was ushered into Philadelphia through the facilities of WFIL, with Santa Claus the honored guest. With its special program, "Santa Claus Calling," WFIL gave Quaker City youngsters a thrill. Show ran during pre-holiday season on Monday, Wednesday and Friday each week, from 7:05 to 7:15 P. M. In full St. Nick regalia, Santa Claus talked with youngsters visiting studio, and presented each child with a gift from his full pack. ■

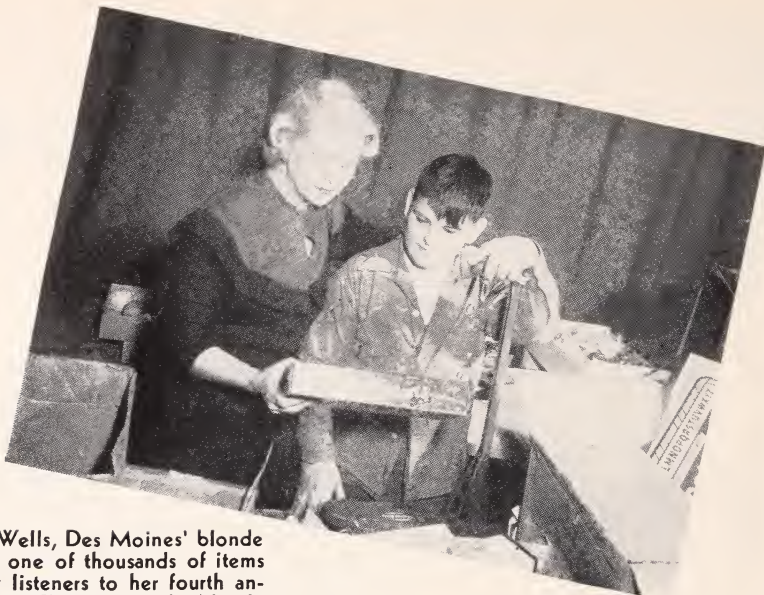
For almost twenty years Santa Claus has appeared on WCSC Charleston, South Carolina, and last year was no exception. He listened to letters written by children, and transcribed for his listening on the air, and he read aloud letters sent by children, with his own comments. Before he arrived from the North Pole he spoke by short wave to the youngsters who couldn't write, and the first 1,000 letters received were personally answered by his helper, Peter Pixie. All replies were mailed from Canada, and best letters won awards.

Crippled children at the Gonzales Warm Springs Foundation, Texas polio center, were visited by Santa Claus last year, and thousands of friends had the pleasure of listening in when the party was broadcast by transcription over WOAI San Antonio at 11:30 A. M. the Tuesday before Christmas. Comic books describing what goes on behind the scenes in NBC's Radio City were distributed to the children with compliments of WOAI.

In Oakland, California, Station KROW gave children a chance to make a wish come true. KROW, under sponsorship of Maxwell Hardware Company, said, "Let's Talk to Santa" and aired the show from 6:30 to 7 P. M., Monday through Friday until December 23. Youngsters who wanted to talk to Santa left their names and phone numbers on a card at sponsor's store. During the program St. Nick called them at their homes and chatted with them about their wants for Christmas. In addition Santa asked questions and gave prizes for correct answers. Agency for Maxwell was Brooke, Small and Gautreaux, Oakland.







KRNT's Betty Wells, Des Moines' blonde Santa, inspects one of thousands of items contributed by listeners to her fourth annual "Betty Wells Christmas-for-the-Needy Project"

# BLONDE SANTA AIDS NEEDY

Santa Claus in Des Moines really is a blonde. At least that's the way more than 65 needy families, and a lot of other youngsters, feel about it. There were that many homes where Christmas stockings bulged through the day-and-night efforts of Betty Wells and her morning commentary program over KRNT, the *Register and Tribune* station in Des Moines.

In all, well over 300 hapless kids were on Betty's list for a super-Christmas, in addition to the indigent parents in the 65 homes.

Thousands of items of clothing, toys and foodstuffs, and \$2,300 in cash were con-

tributed in response to Miss Wells' air appeals for her fourth annual "Betty Wells Christmas For the Needy Project." Many long tables and clothing racks were loaded down with gift articles in the huge KRNT Radio Theater basement, project headquarters.

## VOLUNTEERS HELP

A large staff of volunteer workers, including Boy Scouts, Betty's Adult Education philosophy class, and KRNT personnel, assisted in the mammoth job of supervising, packing and distribution.

Each family received several baskets

and boxes stuffed with clothing for all members, playthings for the youngsters, 100 cans of food, some fresh meat, candies, and a Christmas tree with decorations. Each family was given enough clothing to last a year and adequate food for several weeks. In addition, organizations cooperating with Miss Wells furnished provisions for a bountiful Christmas dinner table.

### NO MONEY GIVEN

No money was given. Cash contributions were used to purchase at bid discounts foods and necessary merchandise to augment package donations.

On top of all that, Betty found that all scores of Iowans wanted for Christmas was a child.

A destitute mother with four small children, whose mate had deserted her, sent Betty word she would offer her youngest two for Christmas adoption.

Betty made one air announcement but admonished listeners not to telephone but to write. Disregarding her instructions anxious phone applicants jammed the station switchboard for three solid hours.

Betty launched the huge Yule program in mid-November. In 1946 she "Adopted" only 12 families. In 1947 the number was increased to 35. But last year the project was more than doubled over 1947.

Every family reported as eligible was screened, investigated by reputable volunteer teams, and finally personally interviewed by Miss Wells before the name was put on the blonde Santa's list.

### Christmas Fantasy

*(Continued from page 7)*

wish that too many wassail bowls were not emptied down the drain before the truth of the origin of the broadcast was learned.

## CHILDREN VISIT "SLEEPY JOE"



These children went more than 80 miles, from Gilmanton, New Hampshire, to visit "Uncle Rollie," announcer Roland Dubois, center, at Station WHAV, Haverhill, Massachusetts. It was part of their Christmas presents. Left to right are Doris, Billy, "Uncle Rollie," Nathan and Martha Chapman. "Sleepy Joe" is their favorite program, they declare.

# Local Programming

## Effective for Xmas

THERE'S A CHRISTMAS PACKAGE on its way to your home -- a big, glossy five-hour package of entertainment -- music and drama for a pleasant, relaxed Christmas afternoon --- all yours at a twist of the wrist to 900 on your dial --

RADIO STATION WAND  
from 12:00 noon to 5:00 p.m.



Above is sample of Christmas promotion  
by WAND Canton, Ohio

Independent stations can do a really big job of holiday programming and sales, and build a large audience in spite of the big network star-studded shows. Last year's first annual "Christmas Package" show on WAND Canton, Ohio, is a good example of what can be done in the way of holiday programming for institutional advertisers.

The "Christmas Package" covered a five-hour period, noon to 5, broken into half-hour shows, with the "Christmas Package" idea carried throughout, to convey the thought of a gift of entertainment and a greeting from Canton industry to their employees and friends. It was purely a public relations and employee relations idea. No selling copy was used.

### ENTIRE SHOW SOLD

The entire five hours were sold, plus station breaks, and a wide audience was assured through extensive newspaper ads, direct mail to local business men and church and civic groups, advance promotional spot announcements, and bulletin board notices throughout the clients' plants.

The shows included recorded Christmas narrative and dramatic material, and transcribed music along a semi-classical line. The reaction to this show was excellent, and it served the purpose of carrying a personal greeting from the management to employees, at a nominal cost.

The entire five-hour "Christmas Package" was produced by the Decker Agency, of Canton.

### Boston Station

(Continued from page 7)

pictures of WEEI and CBS programs and program personalities. The simulated pipes of a gigantic organ serve as a backdrop for the tested choir, and spotlights hung from the concourse ceiling play on the choristers.



# CHILDREN WRITE TO OHIO SANTA

Santa Claus's address may be the "North Pole," but in Portsmouth the "pole" is the transmitter of radio station WPAY.

When Santa Claus was on the air for WPAY last year, he received more than 1500 pieces of mail from children in Portsmouth and towns within a fifty-mile radius. The half-hour program was broadcast at 4:30 P. M. every day except Sunday.



The youthful writers seemed to have implicit faith in the United States Postal Service, for many of the letters<sup>o</sup> arrived addressed simply to Santa Claus or North Pole. Some of the letters bore no stamps, while others were not in envelopes, being only pieces of paper stapled together.

The children's requests were as varied as the types of paper on which they were written. On Christmas cards, school tablet paper and flowered note paper, the old gentleman was asked to bring everything from "a toy bus that the name can be changed" to "a baby sister."

One of the most amusing pleas was from the small son of a high school basketball coach, who asked Saint Nick to "please bring Daddy's basketball boys a doll—a real one too, so they will be good."

Santa Claus received one note which was simply wrapped in a piece of paper addressed to him. Also on the paper, however, was the typewritten sentence, "Do your work as you would if you were being paid for it." The paper probably was a sample of big sister's typing practice.

But shortly after reading this strange



## JOHNNY ON THE SPOT

### Brewing Company Spots

Spot schedule which exceeds two hundred announcements a week has been placed on 18 stations in Alaska and the state of Washington by Sicks' Seattle Brewing and Malting Company. The 20-second and one-minute singing commercials feature Sicks' Rainier Extra Pale Beer.

The month-long campaign was placed through Western Agency, Seattle, with option to renew. Stations participating in the campaign are KTKN Ketchikan, KINY Juneau, KFAR Fairbanks, KENI Anchorage, KIRO, KJR, KOL, KOMO, KING Seattle, KTBI Tacoma, KXLE Ellensburg, KVOS Bellingham, KONP Port Angeles, KRKO Everett, KGY Olympia, KELA Centralia, KXRO Aberdeen and KWLK Longview.

### WMCA Signs Spot Sales

Arnold Bakers, Inc., has signed a campaign of spot announcements on WMCA New York through Benton & Bowles. Embassy Company, rhinestone setters, has begun cross-the-board participations in Ted and Doris Steel's "Mr. and Mrs. Music" program. Consolidated Edison Company, through BBD&O, has launched a special campaign of daily spot announcements.

epistle, Mr. Claus began to feel as if he were being paid for his work. One modern youngster enclosed a play dollar with his order to Santa!

The letter that really brought an extra twinkle to Santa's eye, however, was the one requesting that he send a picture of himself to the writer!



Stars visit Eddie Newman broadcast in WPEN studio. Left to right: Eddie Bracken, Newman, Joe Kirkwood, Jr., Albert Dekker, Roddy McDowell

# SPONSORS HAPPY OVER ZANY SHOW

**AIR FAX:** Zany disc jockey spins not records, but people.

**First Broadcast:** April 5, 1949

**Broadcast Schedule:** Monday through Saturday, 11 P. M. to 2 A. M.

**Sponsors:** Participating

**Station:** WPEN Philadelphia, Pennsylvania

**Power:** 5,000 watts

**Population:** 2,900,000

**Preceded by:** "Bob Horn Bandstand"

**Followed by:** "Sign O."

With spontaneous wit and masterful repertoire, a disc jockey in Philadelphia has taken the city by storm in his few months on the air. The most unpredictable show to hit the airwaves of 5,000 watter

WPEN is "The Eddie Newman Show" which was first aired in Philadelphia on April 5 of this year.

Heard nightly on WPEN from 11 P. M. to 2 A. M., Eddie Newman spins people, not platters. The heavyweight broadcaster's show is completely unrehearsed and unprepared, except for some records and transcriptions. Though Newman is called a "disc-jockey" he rarely spins more than four musical platters during his three hours on the air.

Major portion of the show is devoted to answering phone calls from listeners and show people, telling human interest anecdotes, and interviewing celebrities. He treats famous personalities with the same informality that characterizes his entire



show. His informality has been termed "new, different, utterly original, bombastic, blunt, brazen and brisk."

### ACCEPTABLE RIBBING

Newman gives straight-from-the-shoulder discourses about everything from his sponsors to the radio station president, and somehow he makes his ribbings acceptable with his easy manner and jovial nature. His show runs from the sublime to the ridiculous, and anything can be expected.

And everyone loves Eddie . . . listeners and sponsors alike. Show backers take his ribbings gracefully, and come back for more. Newman's increasing cult of admirers jams the WPEN studios nightly. There are about 150 in the studio audience during the week, while 300 crowd in on weekends.

The wee-hour disc-jockey has become so well known that the Steel Pier executives asked for "The Eddie Newman Show" as a major attraction, and now Newman is heard every Monday night, broadcasting direct from Steel Pier, "the showplace of the world" in Atlantic City; the program is aired by Eddie's home station, WPEN, and station WMID Atlantic City.

### BABY SITTING CONTEST

Newman has many gimmicks up his sleeve such as the "Baby Sitting Contest" . . . Eddie "baby sat" for the winners and did his broadcast from the front lawn of these proud parents. Another of his gimmicks was a broadcast from South Mountain Manor Hotel in the Pocono mountains.

There is no end to Eddie's expounded energy . . . it's as tremendous as his bulk (that's 250 pounds). Even though he is awake most of the night, he spends most of the day entertaining. He goes to the Morris Pool in Swarthmore to visit tiny tots that are polio victims. Each time he goes he takes large quantities of candy and little gifts for the children. Through his listeners he finds out about disabled vets

and tries to establish them in a business or find them odd jobs if they are able to work. As another part of his public service he is rallying listeners for the Blind Golfers' Fund. Starting with \$500 the first week, Newman aims to create a 10 G chest for the blind golfers via his late evening show. This great response in his appeals to listeners is evidence of the fact that Eddie is steadily gathering listeners and holding them.

### SUCCESS WITH SPONSORS

Of even greater evidence is the repeated success Eddie has in selling his sponsors' products such as razor blades, furniture, radio and television sets, restaurants, night-clubs, and clothing; Newman can and does sell anything from soup to nuts. In one hour he sold \$11,500 worth of merchandise for a Philadelphia radio and television concern.

That Philadelphians have taken to "The Eddie Newman Show" is proven by the fact that Eddie has received as high as 2,701 replies to a single announcement. This disc heavyweight has been gathering listeners like a party line ever since he crashed into quiet homes with his "high octane spirit" over six months ago. But the members of his listening audience aren't all devotees. They tune in either to curse or acclaim him, but what's most important . . . they tune in . . . "There's no neutrality over Newman," and he's a tonic for the late-hour listener and the sponsor.

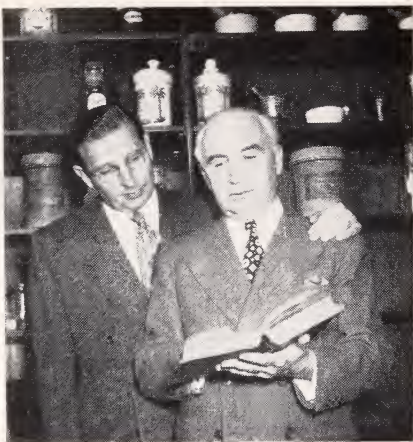
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### Camera Fans Hold Radio "Meetings"

Pittsburgh's WWSW has launched a new show for camera fans. Called the "People's Camera Club of the Air," radio "meetings" will be held every Friday evening from 7 to 7:15 P.M.

A group of experts from all phases of the photography field will meet to discuss the pros and cons of the picture taking and making methods and answer queries submitted by club members.





# RADIO ADS

Melvin A. Block (left), president of Block Drug Company, and his father, Alexander, who founded the company in 1906, consult an ancient work on pharmacy. Company made history in recent months when one of its products, Amm-i-dent, revolutionized the \$80,000,000 dentifrice industry

Radio as a medium for launching a new product was explored with spectacular results early this year by a drug firm in New Jersey. Block Drug Company, Jersey City, New Jersey, found radio more than impressive when it was used in a series of test cities.

A subsidiary of the Block Drug firm, Amm-i-dent, was introduced in February in its powder form with spot radio, magazine, and newspaper advertising. Demand was skyrocketed to the extent that production had to be increased 4,000 per cent in ninety days, and output was brought to a point where one day's production equaled total sales in January. Within a matter of months, business volume had increased 15,000 per cent, carrying the product to fourth place among all dentifrices of all types in the highly competitive \$80,000,000 market, and first place among the ammoniated products.

## RADIO USED

Radio alone was used in Columbus and Fort Wayne in the form of eight announcements a day. In Philadelphia and Pittsburgh fifty-three announcements were used during the first week on all major stations, in addition to participation programs. Comparable schedules were set up for St. Louis, Milwaukee, Minneapolis, Seattle and Detroit. In New England,

the New England and Yankee networks were included in the schedule, while in New York the company co-sponsored Mary Margaret McBride and Margaret Arlen over WNBC and WCBS.

## RADIO MORE LASTING

"One interesting point we discovered in test campaigns was that radio produced less spectacular but more lasting results than newspaper advertising," George Abrams, advertising manager of the Block Drug Company, stated, commenting on competitive tests conducted with the two media. "We found radio ideal for launching new products and have used spots and short announcements on hundreds of programs."

A wide use of radio, again in the form of spots and short announcements, was made in launching the company's new Amm-i-dent paste during recent weeks.

Among the products that are being promoted widely with spot radio by Block Drug are Omega Oil, Allenru, Polident, Poligrip, Minnifoo, Poslam and Stera-Kleen.

## 200 STATIONS USED

As many as 200 stations have been used in a single campaign, according to Mr.

# LAUNCH DENTIFRICE

Abrams. The amm-i-dent campaign is continuing steadily in a number of cities.

Its prominent use of radio in the marketing of this fabulously successful new ammoniated dentifrice has dominated Amm-i-dent's short history. The long series of successful non-network radio promotions preceded purchase of the Burns and Allen show in July. When the famous comedy team went on the air on September 21, it launched Amm-i-dent's radio operations into the big-time fraternity of major network sponsors.

Commercials on the Burns and Allen show were planned with a one line gag preceding the first announcement. Bill Goodwin, announcer on the show, is to handle one integrated commercial. There is to be a second commercial in the form of a straight sell, probably with another voice. Program closes with a hitch-hike commercial for one of the other products of the Block Drug Company.

Radio has again made history with its revolutionization of the conservative dentifrice industry.

## WFIL To Sponsor Safety Campaign

Plans for a \$100,000 community safety campaign which is expected to serve as a model for similar drives throughout the country have been announced by *The Philadelphia Inquirer* stations — WFIL, WFIL-FM, and WFIL-TV. The campaign will be sponsored by the stations in cooperation with the Philadelphia Highway Traffic Board, which gave unanimous endorsement to the project at a recent meeting.

Conceived and produced by *The Inquirer* stations, the drive will extend from September 1 through October 31 and will have as its theme, "Don't Be a Silly Willie." All of the broadcasting facilities of WFIL, WFIL-FM, and WFIL-TV will be utilized, together with virtually every other type of advertising medium.

"Silly Willie," an original character who pays for his mistakes in violating most of the basic rules of traffic safety, will be featured in all phases of the campaign. Dur-

ing the two months he will become a familiar figure to all Philadelphians. In appearance and in his manner of speaking, he personifies the thoughtless motorist or pedestrian who endangers his own life and the lives of others by his reckless actions.

## Radio Stars Active in Week for Blind

A host of KYW personalities headlined activities in connection with the fourth annual Week for the Blind held in Philadelphia at the end of March under the auspices of Gimbel Brothers Department Store.

Bob Allman, blind sports authority on the Westinghouse station for the past two years, made several guest appearances on radio and television shows to discuss the advances being made in education for the sightless. He also was the guest of Stoney McLinn on WIP.

Entire cast of KYW's "As You Like It" appeared at the Blind Week Exhibit in Gimbels' Auditorium when that program originated from the store itself.



# SHOWMANSCOOPS

If you have pictures of unusual and outstanding promotion and programming projects, send them to Showmanscoops, "Radio Showmanship" Magazine. The five best photos received each month will appear in this section.

Float designed by WREN Promotion Department and built by WREN staff won first prize in recent 4th Annual All-Sports Day Festival, sponsored by Topeka, Kansas Chamber of Commerce. WREN's blue, red and white crepe paper float copped first prize in a field of 32 entries

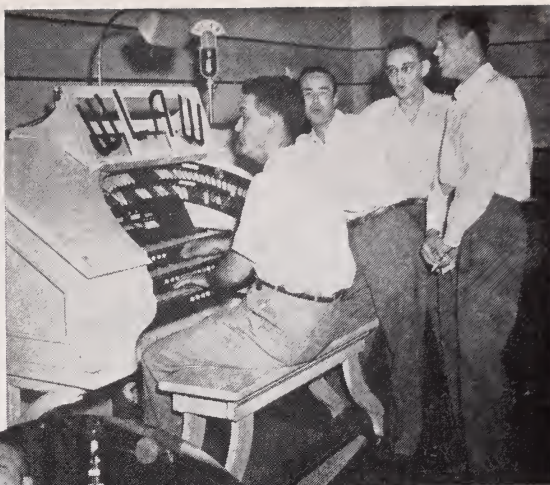


With the cry, "Class Dismissed!" kids scatter in every direction at recent statewide KRNT-Cubs Baseball Tryout Camp and School. The nine-day school, drawing enrollees from all over the state, was staged at the Des Moines Western League ballpark under the co-sponsorship of KRNT and the Chicago Cubs organization





With Chief Announcer Fred Laffey at the organ, trio including Announcer Richard Hickox, Engineer James Riley and Announcer Hugh Babb transcribe special jingle for Phoenix Arizona youngster who hasn't long to live. The WLAW Lawrence, Massachusetts staff produced a special five-minute show for the boy



Starr Yelland, Announcer on KOA Denver, Colorado, displays singing "talent" to Metropolitan Opera star Josephine Antoine who dropped by to scout Yelland for a possible Met audition. After singing a duet, Miss Antoine decided to look elsewhere for a new voice, and Yelland went back to reading commercials and broadcasting football games



Presentation of the grand prize in the Lone Ranger Mystery Deputy contest was made as a special feature of a regular Saturday Show, "Breakfast with Bell," on KRNT, Des Moines, Iowa. From left: F. E. Grant, office manager, and Lynn Moseley, city salesman, of the Des Moines General Mills office; Jane Langerak, displaying \$3,000 grand prize check; KRNT's Don Bell and Mrs. Robert W. Langerak, the winner's mother

# Local Quiz Show

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**AIR FAX:** Daily quiz show means fun and prizes for Pittsburgh audience.

**First Broadcast:** July 4, 1949

**Broadcast Schedule:** Monday through Friday, 4 to 4:30 P. M.

**Sponsor:** Zeuger Milk Company

**Station:** WPGH Pittsburgh, Pennsylvania

**Power:** 1,000 watts

**Population:** 672,000

**Preceded by:** Veterans' Show

**Followed by:** Recordings

---



Bettelou Purvis

A snappy new quiz show aired over WPGH Pittsburgh, Pennsylvania is doing wonders for its audience, its sponsor, and its station although it has been on the air less than three months. New program which is proving to be a barrel of fun hit the air with a bang on July 4.

Aired Monday through Friday from 4 to 4:30 each afternoon, the informally conducted quiz show involves six contestants daily. "It's in the Bottle" is broadcast from West View Park, Pittsburgh's loveliest amusement park, in front of the radio tower. Show is conducted by Bettelou Purvis, WPGH mus-

ical director, and Ed Bartell, announcer-vocalist on the WPGH staff.

Format of the airing consists of preliminary questions which, through a process of elimination, lead to one contestant, standing at the end, who tries for the jack-pot question. Clincher questions are found in five Zeuger Milk Bottles (Zeuger Milk Company sponsors the broadcasts). Upon answering the jack pot question, the contestant is the winner of the Zeuger Jack Pot. Each person participating in the broadcast is the recipient of a prize, in addition to being able to try for the clincher question . . . which is "in the Bottle."

Monday is "listener's day." During the week, listeners submit questions to Bettelou and Ed, one of which is chosen to be used each Monday. During the Monday broadcast, an alarm clock rings unexpectedly, and the contestant being interviewed at the time gets a chance to win the "listener's jack pot." If he answers correctly, he is awarded the separate treasure chest of prizes. If the question stumps the contestant, the listener sending the clincher wins the jack pot. This is in addition to the Zeuger Jack Pot.

Show saw its initial broadcast on July 4, and during its short run "It's in the Bottle" has incited both listeners and participating interest as the city has never presented a network-type quiz show previous to this. Prizes awarded include the latest items in cosmetics and kiddie's toys. Local restaurants and hotels award free dinners, and West Penn Products Company provides as many as three gallons of ice cream daily. Jack pot prizes feature Cavalier Cedar Hope Chests, Prevore Electric Broilers, Memco Cooking Wear Sets, and other articles featuring leading brand names.

Sponsor of the exciting new show is Zeuger Milk Company, 3563 Bigelow Boulevard, Pittsburgh. Company has been in business for over 100 years. Zeuger



# Plugs Milk Firm

has used radio for some time, and he is extremely interested in promoting activities for teen-agers. His sincere interest in the program of youth as future citizens prompted his previous broadcast over WPGH, entitled "The Zeuger Canteen of the Air."

Promotion on the broadcast has been only in the form of station spot announcements previous to the time of the show's first airing. Mail pull is heavy, with letters containing comments on the broadcast, inquiries regarding appearances and questions submitted by listeners.

In presenting commercials on the milk program, there are various styles employed. Commercials are injected between rounds on the quiz show . . . and all continuity duties are conducted by Miss Purvis. They are informally written, and at times are ad-libbed by Ed Bartell. The aim behind Zeuger commercials is promotion in a friendly fashion. Sales messages are directed to all members of the family, the wee ones, teen agers, and mothers. Due to the commercials, a new phrase has been coined, which refers to being a "Z. M. Host" . . . that is, a Zeuger Milk Host.

Bettelou has applied commercialism to standard fairy tale rhymes, which prove to have a new and unusual twist in selling the product:

*Old Mother Hubbard went to the cupboard,*

*Some milk would quench her thirst.*

*But when she got there the cupboard was bare,*

*The teen-agers got there first!*

And then there is:

*Old King Cole was a merry old soul*

*And he called for his milk each day.*

*His kingly taste demanded the best . . .*

*He drank . . . the Zeuger way!*

Preceding the "Bottle" broadcast, WPGH presents the afternoon musical programs. At 3:45 P. M. the station presents a transcribed Veterans' Show. Following "It's in the Bottle" at 4:30, Margaret Whiting is featured on recordings, followed by fifteen minutes of "Riders of the Purple Sage," a scripted Langworth presentation.

Time for broadcasting "It's in the



Ed Bartell

"Bottle" was chosen originally for presentation of the "Zeuger Canteen of the Air." The late afternoon hour was scheduled perfectly in order to attract the high school students to the program, following school hours. This air time has been retained as it fits so well into the pattern at West View Park, and it reaches a large audience.

Judging from the success of the program, Zeuger has found a presentation which brings new listening enjoyment to his radio followers.



## KYW Twin Towers Promoted Via Unique Direct Mail

In a continuing promotion of their new 465-foot twin towers recently placed in operation, KYW Philadelphia is distributing a novel direct mail piece to spark its sales message for the station's expanded pattern.

By obtaining permission for use of the McCall Corporation's dress pattern name, the Westinghouse outlet is utilizing the surname of its sales manager, Harvey McCall, Jr., in a four-piece brochure that throws plenty of impact.

Envelope is decorated with title: "McCall's New Pattern—Size . . . Substantially Larger," and shows a caricature of sales manager McCall displaying an out-sized dress formed from a map of KYW's coverage area.

Contents of envelope include a memo from McCall expounding on sales bonus contained in improved coverage, a twelve by fourteen inch map of the coverage area titled "An Expanded Pattern to Fit Your

Sales Plan," and a seven by fourteen inch montage of the new twin towers imprinted on pattern paper.

## WOL Operates Singing School For Baby Canary

WOL Washington recently launched a new early-morning Art Brown Show promotion to capitalize on the huge success attained by Brown last fall when he introduced a pair of singing canaries as a permanent feature of his 3½-hour daily wake-up sessions.

Now established Washington radio stars in their own right (their daily mail proves it), Art's canaries Peter Piper and Warb-O-Link will attain the rank of professor this morning (June 20) when Brown brings into the WOL studios a six-week-old baby canary to be "trained" by his veteran singers, old hands at accompanying Brown's WOL organ playing.

In addition to the daily on-the-air training sessions Art institutes a contest among WOL listeners to name the youngster.



**in NEW YORK**  
**The PLYMOUTH**  
*offers you*  
**EVERYTHING**  
*in the center of*  
**EVERYTHING**

Enjoy gracious living at a great modern hotel . . . accommodating 800 guests, every room with private bath and radio, in the heart of the real New York.

**Daily Rates**  
 Single from \$3.50  
 Double from \$5.00

**LESLIE PAUL**  
 Managing Director

Write for selection of popular  
**VISITOURS**  
 Packaged all-expense-included thrill trips with meals, shows and all the sights of the wonder city.



**Hotel Plymouth**

**West 49th STREET bet. BROADWAY and RADIO CITY**

# ***Something's Happening to Radio Listening in California***

Saturday in years gone by was the day of lowest listening. Now Saturday has become the top listening day of the week with the exception of Sunday. More sets are now tuned in on Saturdays and they are kept on longer.

1948 showed an 11% gain in Radio listening in California homes at night and a gain of 5% in the daytime, and the hours of daily listening increased from 5 hours, 17 minutes to 5 hours, 44 minutes. Homes with sets increased from 98.5 to 99.3 and slightly less than 1,000,000 new sets were sold in California in 1948. These went into new homes and as second and third sets in present radio homes, resort homes, portables, etc. Television showed an audience of 2.1% of the southern California homes at night (nothing in daytime.)

Radio in California is wonderful. Radio reaches people—and it sells them too.

*Keep advertising on the Radio for your prosperity.*

- KPRO Riverside 6290, San Bernardino 5157
- KPOR Riverside 6290, San Bernardino 5157
- KROP Brawley 1300
- KREO Indio 7-3403
- KYOR Blythe 2231

# RADIO ADVERTISE AND SELL THE CHILDREN, TOO

Millions of this year's children get married and are next year's best customers for a house, furniture, groceries, a car, baby clothes, and hundreds of other things.

Children from the age of two and up should be made familiar with you, your house, its name, and what you sell. Radio reaches children from the age of 2 and up to 100. That is why Radio must be made a part of every advertising budget.

The most successful firms of today are those who created good will among the children of yesterday.

Radio advertising sells the children at no added costs, while it is selling the grown folks now, thus creating tomorrow's customers, at the same time it is bringing you prosperity today.

The Broadcasting Corporation of America, its own Stations, its Rural Network and affiliated Stations, serve many firms.

The "know how" and merchandising experience of our people gained from serving others may be able to supply the real answer to your advertising and selling problems to the whole family.

*There is no obligation in consulting them—call your nearest station.*

## CALIFORNIA RURAL NETWORK

Home Office, Riverside, Calif.

- KPRO Riverside 6290, San Bernardino 5157
- KPOR Riverside 6290, San Bernardino 5157
- KREO Indio, Phone 7-3403
- KROP Brawley and El Centro, Phone Brawley 1300
- KYOR Blythe, Phone Blythe 2231



NOVEMBER 1949

# S *howmanship*

PROGRAMMING FOR  
BROADCASTERS • ADVERTISERS  
AM • FM • TELEVISION • FACSIMILE



50c

55c IN CANADA

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MAGAZINE OF AIR MERCHANDISING

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# S Showmanship



OCT 28 1949

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November, 1949

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Culinary artist Chef Milani who conducts the Chef Milani program on KMPC, Monday through Friday from 9:30 - 10:00 a.m.

# FOOD SALES SPURTING VIA COAST RADIO CHEF

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**AIR FAX:** Recipe show promotes foods and markets in California.

**First Broadcast:** December 20, 1948

**Broadcast Schedule:** Monday through Friday, 9:30 to 10 A. M.

**Sponsors:** American Beauty Macaroni (Dan B. Miner agency); Dolly Adams Brand Syrup (Charles Ross agency)

**Station:** KMPC Los Angeles, California  
**Power:** 50,000 watts (days)

**Preceded by:** "Bargain Broadcast"

**Followed by:** "Record Room"

---

The effectiveness of the Chef Milani program aired over KMPC Los Angeles, California, insofar as listeners is concerned is ascertained by the tremendous volume of mail which he receives as a result of his broadcasts. Its effectiveness from an advertiser standpoint is the fact that the sponsors product automatically becomes a "must" for the markets in the Southern California area because of the demand for the product by housewives in the area.

In addition to actual sponsorship of the program by American Beauty Macaroni

(Continued on page 7)

# Symphony Inspires Listener Appreciation

The WHAM "Little Symphony" program, featuring 32 of Rochester's most distinguished musicians under the direction of Charles Siverson, again goes on the air November 15 for its seventh consecutive year. Sponsored for the past six by McCurdy and Company of Rochester, one of the city's leading department stores, the program is aired twenty-six weeks a year on Tuesdays, 7:30 to 8 P. M.

Music offered is that type especially suited to small symphony orchestras with emphasis on the classicists of the 17th and 18th centuries and the 20th century modernists. Avoidance is made of the romantic composers of the 19th and early 20th century. No attempt is made to compete in repertoire with large symphony orchestras.

Soloists are used when it is felt that their contribution will add to the over-all effectiveness of the program. Many are well known in the concert world—Jacques Gordon, Rene LeRoy, Luigi Silva, Biruta Ramaska, Millard Taylor. Often the program presents performers from the Eastman School of Music or instrumental solos by first chair men from the Rochester Philharmonic Orchestra.

Guest conductors have been Dr. Paul White, associate conductor of the Rochester Civic Orchestra; Dr. Howard Hanson, internationally-known composer, conductor and director of the Eastman School of Music, and Roy Harris, well-known American composer.

On three occasions national recognition has been given "The Little Symphony." In 1947 the National Retail Dry Goods Association awarded the program a prize as an outstanding example of the use of radio by retail stores. Then again in 1948

and this past season the same competition awarded the McCurdy Little Symphony another award in the same classification.

Each year McCurdy and Company offers scholarships to Eastman School of Music students who have exceptional talent, need financial assistance to continue their studies, have high scholastic standings, and who are adaptable to the needs of radio. Adaptable to the needs of radio refers to talent especially useable in radio. For instance, a bassoon player



Gilbert McCurdy gives Dr. Howard Hanson check for McCurdy & Co. musical scholarships

may have exceptional talent but his instrument is not one that is needed to a great extent as a radio solo instrument. A vocalist, cellist or violinist, on the other hand, could be readily used in radio in a solo capacity.

Two or three scholarships are offered each year to senior students. Four to eight scholarships are offered annually to stu-

(Continued on page 20)

# Successful Radio Promotion Assures Department Store

Here's a guide for helping retailers get results from radio. It's a master plan that has been put into operation by Schuneman's department store in St. Paul in cooperation with WDGY Minneapolis—St. Paul.

Schuneman's caters to customers who want medium-and-up quality merchandise; it is not a bargain store, not an exclusive type store, but operates in a highly competitive market. Three other department stores have about the same volume. They, including a Montgomery Ward store, all use radio . . . one store has a long established program at the same time the new Schuneman program is being broadcast. Schuneman's is beaming more to rural and small towns in the twenty-eight county area.

Willard H. Campbell, vice-president and assistant general manager of the store, and Perry Dotson, sales promotion manager, call this their store's plan for "getting the most juice out of the radio program orange."

Campbell reports the new "Red Rooster" program is already selling merchandise (because of temporary strike, copy can't plug mail orders, but mail orders have been received from as far as the Dakotas.) He reports also that buyers are enthusiastic and employees have already developed into regular listeners. He cites the fact that while some stores are sitting around sucking their thumbs waiting for television, his store is going ahead and really selling with radio. Campbell declares that manufacturers are interested in the program, and he hopes the plan will be so successful that the store will be able to afford a series of programs. The non-cancellable, automatic renewal contract on the program helps make top management really get behind the program and make it produce.

Bob Owens, sales manager of WDGY, *praises proper selection of merchandise* on part of Schuneman's. About six of the ten daily commercials are on top value items which are plugged once a day every day for entire week rather than scattering shots to ten entirely different items daily. Here's the plan as outlined before the initial broadcast of

## SCHUNEMAN'S RED ROOSTER PROGRAM

(OVER WDGY STARTING MONDAY,  
AUGUST 15, 1949)

1. On Monday, August 15, 1949, at 7:30 A. M., Schuneman's will broadcast the first in a series of one-hour radio programs, Schuneman's Red Rooster Program, which will be on the air daily (holidays included) Monday through Friday, over Station WDGY, St. Paul-Minneapolis, 1130 KC on your dial. This program has been scheduled at the early morning hour to reach men and women on the farms, residents of small towns, men and women employed in offices and factories, children, teen agers as well as those staying at home throughout the day.
2. This new program will replace "Breakfast With Paul and Mary Light" which has been on radio station WMIN slightly more than two years. The Light Breakfast program has been beamed principally at the woman in the home since it is broadcast between 8:30 and 9 A. M. when virtually all working men and women have left for work. Schuneman's Red Rooster Program will be beamed at the entire family. Paul and Mary Light will be a part of the new program.
3. Merchandise from all departments in



# Plan Sales



Typical poster used by Schuneman's Department Store to promote Schuneman's Red Rooster

the main store, basement and leased departments will be promoted on this new radio program.

4. WDGY, at 1130 on the dial, a low-power station for many years, on August 15 joins the ranks of the 50,000-watt stations of which there are only 40 in the entire United States. The "engineered" coverage of WDGY's new signal is Duluth and Superior on the north, Wadena on the northwest, Montevideo on the west, Mason City and Charles City on the south, Winona on the southeast, Eau Claire on the east and Spooner on the northeast.

## 5. PROGRAM STRUCTURE

- A. Schuneman's Red Rooster radio program will consist of recorded and/or transcribed music, news flashes on major happenings, both

local, regional and worldwide; weather forecasts, time and temperature; winter highway conditions; emergency reports.

- B. Ten commercials will be scheduled for each broadcast, averaging between 80 and 100 words each. Commercials will be terse, direct selling, based primarily on runners and trigger items.
- C. All commercials, with the exception of those advertising women's intimate apparel and infants intimate apparel, will be handled by a master of ceremonies from WDGY. The commercials excepted above will be handled by a woman's voice, representing Betsy Ross, Schuneman's personal shopper, who will be introduced by the MC. The MC also will assist the Paul and Mary Light part of the program.
- D. Each Thursday from 8 to 8:30 A. M., the new program will be taken over by Paul and Mary Light who will carry on the format of their current Breakfast program. This will continue to be an audience participation program in Schuneman's River Room restaurant and following the program coffee and doughnuts will be served as at present. A special effort will be made to bring in delegations from throughout the listening area with special emphasis on groups from Wisconsin, eastern and southern Minnesota where home town neighbors of the visiting groups will be able to hear them interviewed on the air.
- E. Guests, including manufacturers representatives, editorial representatives of magazines, designers and other interesting personalities, will be interviewed when applicable and practical.
- F. While a definite program format will be established and followed,

*(Continued on page 22)*

# VETERAN NEWSMAN DRAWS LISTENERS

Familiar to most radio listeners are the commercial approaches of Robert Hall Clothes and the Metropolitan Life Insurance Company, respectively. Relaying the messages of both sponsors over WINS New York is news commentator Don Goddard.

Goddard is, in common parlance, a "great guy." Fourteen years a radio newscaster, he joined WINS two years ago from NBC where he was a top newsmen. His varied journalistic career has included chores on the old *New York World* and the editorship of an up-state New York weekly. Goddard has a warm manner and an excellent sense of humor, both of which are projected to his radio listeners.

Goddard himself does both the Robert Hall and the Metropolitan commercials. He likes to read the copy and believes that his integrity as a newsmen demands that he never accept a commercial or product in which he personally does not have faith.

Hall's copy is straight selling; Metropolitan's is institutional in flavor. Goddard does either and both with ease.

News by Don Goddard follows a carefully planned pattern. The morning shows, at 7 and 8:15 A. M., are largely "service," weather, road conditions, whether it will rain or snow or sleet that day. Since Goddard's philosophy is that each news show reaches a different audience, he repeats temperature and weather several times.

A simple breakdown of Goddard's first morning show goes like this: weather, news, commercial for Metropolitan Life, time and weather conditions, results of last night's baseball.

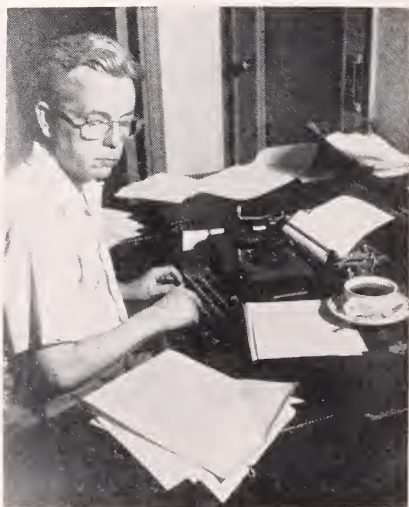
The 8:15 A. M. show takes a different turn: headlines in the morning news, com-

mercial for Metropolitan Life, details of headlines, commercial, weather.

The morning news consists mostly of highlights. People busy preparing for work and driving to work want their news in capsule form.

Noon-time, the Robert Hall-sponsored segment, takes a different pattern. The news has developed and shaded since morning and Goddard gives more detail at 12. Washington happenings, the news from Europe and the East, labor developments, human interest items, stock market, farm and service news all have their place in the noon show. The pace is faster for, in Goddard's words, "noon is the 'news hotspot' of the day."

Robert Hall's commercials are spotted at the opening of the show and before weather and stock quotations. The Robert



Don Goddard batting out daily newscast over WINS for Robert Hall Clothes and Metropolitan Life Insurance Co.

Hall sales message through all its advertising is price. A heavy user of radio in its short but meteoric history, the Hall chain relies heavily on spots and music shows. The Goddard show is one of few news shows placed by Robert Hall.

Robert Hall, through the Frank Sawdon Agency and radio director Jerrey Bess, has used WINS for one year and has one of its heaviest schedules on the Crosley Broadcasting Corporation's New York outlet. Hall has 89 retail outlets as of September, 1949, when the company's West Coast expansion was completed. First unit of the chain was founded in Waterbury, Conn., in 1939. On WINS, Sawdon has placed some 28 one-minute spots, with the Goddard show the only news-type program.

Metropolitan Life, one of the largest corporations in the United States, has an extensive advertising campaign of which radio is one part. Booklets on sound health are a regular Metropolitan offering through radio. The agency is Young and Rubicam. Don Goddard's commercials for Metropolitan Life over WINS have brought nearly 9,000 requests for the booklets in a one-year period, an outstanding one-station record.

The personality of Don Goddard is undoubtedly a major factor in the continued good rating of his program and the pleasing of his sponsors. Off-mike Goddard is noted for his humor and for a rhubarb garden near his Long Island home. He is the father of three teen-agers and lives quietly, with the home as the center of his social activity.

Don's first ten years in radio were spent at the NBC studios, whence he came from editorial jobs with the *New York World* and *World-Telegram* and an editorship of an upstate New York weekly. His first ten years in radio were spent at the NBC studios, where during 1936-1946, "decade of crisis and war," he held the top morning rating for any show on WEAF. In addition, his impromptu reports and special broadcasts from the various theatres of operations kept a good many people home and close to the radio.

Moving to WINS in 1946, Don was assigned early morning news slots because

of his network success with similar periods. His broadcasts are now relatively standardized at 7 A. M. and 12 noon.

Don is a conscientious reporter, a stickler for completeness in airing the news. Curious newsroom visitors who ask, "How long does it take you to prepare a newscast?" invariably get the same answer: "Twenty years."

---

## FOOD SALES *(Continued from page 2)*

and Dolly Adams Brand Syrup, Chef Milani is also promotionally tied-up with supermarkets in the Los Angeles area including such chains as Ralph's; Mayfair Markets; Safeway; Von's Markets; Shopping Bag; Alpha Beta Markets; Thriftmart and Fitzsimmons; Hollywood Ranch Market and A. & P. Chef Milani conducts a daily contest on his program in which listeners are presented with a \$10 merchandise order for these stores as an award.

Chef Milani also selects one of these markets each day and outlines a menu of a "Dinner for Four, A Dollar No More" which can be purchased in the particular market promoted that day. In this manner, the Chef advertises the market chain while the market itself has the satisfaction of having the women flock to its store to purchase the ingredients of a "Dinner for Four, A Dollar No More."

During each broadcast, Chef Milani also presents one of his favorite, personally tested recipes and listeners may procure copies by writing KMPC.

With that rapidly developing media, television, an apt vehicle for Chef Milani, he launched his first program, "Chef Milani Melody Menu" on KTLA three months ago. The program is heard each Friday evening at 7 P. M., and according to the latest Hooper-TV report, Chef Milani now boasts 53 per cent of the television audience in the Los Angeles area at that time. Current participation sponsors in this program are: Wilson and Company, Inc.; Laura Scudder Foods, American Beauty Macaroni, and Western Holly.

Assisting Chef Milani in both his radio and television productions is veteran radio actor-announcer Lou Marcelle.



# ***D. J. — Maestro***

## ***Switch Jobs***



Disk Jockey Buddy Deane showing George Olsen songbirds Betty Norman and Gregg Lawrence a WHHM commercial

Confusion ran rampant through Memphis, Tennessee recently, as Mid-South nite-lifers sought to determine whether disc jockeys have a future in the band business and vice versa.

Seeking a mutually-profitable "old-age" insurance plan, record-roller Buddy Deane and podium-pounder Freddy Nagel swapped places for a one-nite stand on WHHM.

In the tradition of Tommy Dorsey, Paul Whiteman, Art Jarrett, Kenny Sargent et al, Nagel switched his tonsil-tickling from the famous "sophisticated sax" to sophis-

ticated spouting. Taking over WHHM's poplar "1340 CLUB," his yap-yap routine brought many a yuk-yuk to this town's largest P. M. disc following.

Retribution, in the form of a baton, came Deane's way that same evening, when the rhyme-happy record man donning bow-tie and beret to front the outfit packing 'em in at the Hotel Peabody.

Both artists expressed themselves as pleased with the results but declined comment upon future plans pending action by Congress and James C. Petrillo.

# Ducks With Voices Sell Morning Show

Fred Bennett's Professor Muchmore and one of his singing ducks



When Fred Bennett starts his show every morning at 7:05 A. M., it isn't a case of getting up with chickens, but with ducks . . . Singing Ducks . . . but that's only the beginning. Fred Bennett starts a string of days the right way for thousands of Philadelphians via the air waves of WPEN.

Fred's humor is the kind that sneaks up on you . . . fast, smooth, and right over the plate, but with a curve that always leaves you chuckling just as he fades into music. Master of the "throw away" line, Fred writes his 7:05 to 9 A. M. script with a pacing that weaves music and short skits in and out faster than a jet plane wing-over.

When Fred came to WPEN from KTSA in Texas, he brought with him a ten-year collection of impersonations and characterizations including such eminent personages as H. Kalt von Borem, famous news commentator; Frederique Benet, the poor man's Jean Sablon; Ransom Transom, the ideal radio announcer; Hambo and Tambo, old time minstrels; and Sudsy Waters, a satiric composite of all that is soap opera. Then, of course, Fred has his barbed-wire recorder, an ingenious machine which captures great events in history almost as if they actually hapepened.

But all these skits are wrapped up into a tight package that is a true bombshell of

*(Continued on page 20)*

# Demonstrated Cooking

---

**AIR FAX:** Home economist cooks four meals and explains features of electrical appliances during the one-hour show. Awards made to studio audience and to radio listeners via telephone

**First Broadcast:** May 23 through May 28. A one-week promotion

**Broadcast Schedule:** Monday through Friday 1 to 2 P. M.

**Sponsors:** Cooperative; Piffs Beverages; Morris Black & Sons (kitchen background, sink, etc.); Fritos (corn chips); Mowrers Dairy (dairy products); Quakertown Sales Company (foods); Frigidaire and following dealers: Goodman Furniture Company, Lehigh Supply Company

**Station:** WGPB-WGPA-FM Bethlehem, Pennsylvania

**Power:** 250 watts

**Population:** 325,000

**Preceded By:** UP—"Capitol Dome"

**Followed By:** Batter-Up (Pre-baseball)

---

Stations and participating sponsors desiring a short term promotion can do well to follow a new trend in "Cooking Schools" as featured recently on WGPB Bethlehem, Pennsylvania.

Popularity of regular cooking schools by newspapers led Manager Art McCracken to believe they could be just as effective in his large 24 x 40 air-conditioned Studio A. Accordingly, Commercial Manager Frank Collie and salesman Rod Snyder came up with the following program:

A complete kitchen was set up on a 10 x 12 platform. Morris Black and Sons, local building firm furnishing the background and installing sink and cabinets. Frigidaire appliances were installed on stage by local dealers and distributor. Meats and food were supplied by Quakertown Sales Company a large auction and sales market. Dairy products, milk, cheese

and ice cream by local Mowrers Dairy, while Piffs Beverages were used in many recipes. All cooperating sponsors gave a daily merchandise award. These consisted of radios, irons, furniture, baskets of groceries and other small gifts to all ladies attending. Three telephone calls were made during program. Persons called were asked questions, supplying the proper answer won the award. Questions were of an easy type.

## PROGRAM OPENING

Each program opened with MC Art McCracken giving all sponsors a plug and introducing Marie Quinn, Home Service Supervisor of the Lehigh Division of Pennsylvania Power and Light Company. Miss Quinn spent about ten minutes pointing out the many advantages of the electrical appliances being used. At this point Mac made a re-entrance in chef hat and apron and proceeded to be casually annoying by lifting the thrift cooker lid and peeking into the oven, only to be reminded constantly by Miss Quinn that such antics cause meals to turn out badly. Miss Quinn described thoroughly for the radio audience the meals as planned and described as well her activity as she prepared and placed the meals in the range. At the half-way point in the program, while the meals were in the process of being cooked, telephone calls were made to the listening audience and on receipt of proper answers to questions asked, awards of small appliances were made. All meals cooked during the program were awarded to the studio audience by drawing.

Finished meals were then taken from range and displayed to delighted "oohs" and "ahs" from studio audience. Mac assisted in holding mirror so that studio audience could see end result of meals



# Results In Sales



Art McCracken watches Marie Quinn give demonstration on WGPA's  
"Cooking School of the Air"

cooked. Time allowing, Mac would take travelling mike through audience for interviews with women expressing their delight to be present—to see—and learn new cooking ideas. Miss Quinn was extremely clever in weaving both the products and appliances used, throughout her talks. She would, for instance, make a salad or side dish using Frito's (a Texas born corn product) or cottage cheese from the dairy.

Hilarious climax of program was reached on Friday when Mac baked a cake. The studio audience were convulsed as he crushed eggs in his hands, tossed shell and all into magician's false bottom pan—followed by heaps of baking powder—salt,

etc. Placing his 2-minute cake in the oven for that period while he again plugged all sponsors, he amazed those present by finally uncovering a baked cake. Offers to taste it found only a few women willing to try.

Preliminary plans were well defined before prospective sponsors were contacted so that all would proceed as scheduled. No hitches occurred. Studio set-up started Wednesday preceding broadcast when PP&L erected their own portable stage. Kitchen background, cabinets and sink were installed Friday. All electric appliances were operating by Saturday noon and dry run of these made afternoon

*(Continued on page 19)*

# Sales Result From "Man On Street"

A snappy combination of interviews, stunts and prize awards in the man-in-the-street manner is providing not only new outlets and sales for an Ohio biscuit firm, but also a smooth tie-in between sponsor's name and that of the show.

"Strietmann Street Man" is the year-old vehicle which is currently introducing the name of Strietmann Biscuit Company, Cincinnati, Ohio, to new stores and increasing business for this established baking firm. It's not the first time this sponsor has used radio as an advertising medium, but it seems to be the show he has been looking for. He started using radio some years ago, tried several different types of radio shows, and finally settled on the street man idea. It has been a steady sales puller and Strietmann booster since its inception in September, 1948.

## DRAWS CROWDS

When the show was first aired last year, it amazed everyone by drawing a crowd of between 200 and 300 people every day in front of Loew's State Theater in Norfolk, the site of its broadcasts. Program produced immediate response for its sponsor right from the first.

Way the program works is this: the Strietmann Streetman, Blair Eubanks, and the Strietmann hostess, Ailine Nestor, broadcast six days a week during the Fall and Winter seasons. Program is aired from 1:30 to 1:45 P. M. under the marquee of the Loew's State Theater in Norfolk. It is the standard man-in-the-street interview type show, and all participants in the broadcast are given a Zes-To-Gram, which can be redeemed at their grocer's for a package of Zesta crackers . . . product of Strietmann Biscuit Company.

At the conclusion of each interview, the participant is asked the "orchid question" . . . a single question which is selected for each broadcast, and which usually has a numerical answer. Recent orchid query requested the height of the Washington Monument. Answer was 555 feet. Person coming closest to the right figure is the winner of the orchid. Flower is presented at the conclusion of the program.

During the summer the Street Man was broadcast just three days a week, Tuesday, Thursday and Saturday. However, on the six-day schedule which is running currently a special plan is followed. One day is specifically designated "club day," and the program for that day is previously tape recorded at an evening meeting of a civic club in the area. This innovation went into effect last season. At the club meeting, the recording is made a feature of the night's program; to promote Strietmann products, they are made a part of the evening's refreshment.

## STUNTS USED

Just to make the show more distinctive and to add a bit of unusual promotion several stunts have been employed. At one time Blair Eubanks designed a special hat with a real bird cage on it, and presented it to WTAR Woman's Director Alice Brewer White. On another occasion he blindfolded a girl and presented her with a mystery prize. She was told it had a red ribbon around it and was very pretty. The young lady stated she would either put it on the mantel piece or take it to bed with her on a cold night. She was horrified to learn that she had won a live pig!

Another woman on the show declared



she did not like hillbilly or cowboy singers. Especially singled out for her disdain was Tex Ritter. She was quite stunned to discover that the man standing next to the Street Man was Ritter himself. The ensuing conversation was a riot.

Right along the show has meant increased business for the sponsor. His only proof of results is this continual increase. Program has also provided Strietmann with entree for new sales through stores that had not previously carried Strietmann products. This particular time for broadcasting the show was chosen in order to gather a large feminine audience. The sponsor uses no other radio promotion, but he does use some newspaper advertising.

Commercials each day are limited to a single message. With the exception of program identification, the commercial is read by both Ailine Nestor and Blair Eubanks. It is presented in the middle of the broadcast, and sounds like an ad lib announcement.

Outside of air time and talent, there is

no cost involved in producing this show. Sponsor gives away a Zes-To-Gram, good for a pound package of Zesta crackers and the orchid is given by a local florist in exchange for mention on the show. On the program at various times, Strietmann cookies have been given away. However Zesta crackers are featured almost entirely.

Presented at an excellent hour for attracting women listeners, the show is also situated in a good spot in the WTAR schedule. During the week Street Man is preceded by Mail Order Music, a disc jockey request show, and followed by the Tidewater Spotlight, program of local news. On Saturday, show is preceded by the National Farm and Home Hour (NBC), and followed by the U.S. Navy Band, a transcribed show in the interest of Navy recruiting.

Well scheduled, well planned, the show is also well named. It was originally chosen to spark the sales of Strietmann products because it is a natural way to give away Zesta crackers. The tie-in between the

*(Continued on page 15)*

The "Street Man," Blair Eubanks is lost in crowd as hostess Ailine Nestor presents orchid to daily winner





# GOOD MEMORY LISTENERS IN

---

**AIR FAX:** Recalling old songs pays off for studio and home audience.

**First Broadcast:** June 28, 1948

**Broadcast Schedule:** Monday through Saturday, 11:30 A. M. to 12:25 P. M.

**Sponsor:** The Blanton Company and Ward Baking Company

**Station:** KWK St. Louis, Missouri

**Power:** 5,000 watts

**Population:** 1,368,000

**Preceded By:** Kate Smith Sings

**Followed By:** Five-minute Newscast

---

Telephone quiz program using old records and player piano music provides laughs, prizes, and lots of fun for both studio and home audiences in St. Louis, Missouri. Program is presented over 5,000-watt station KWK, and is emceed by Tom Dailey of the KWK staff.

When the show was first aired on June 28, 1948, Dailey greeted the air audience with the idea of recalling the many, many tunes that, though once popular, with the passing of time, have become a bit hazy in memory. Shortly after moving into new KWK quarters this spring, Tom began inviting a studio audience to share the humor and fun that always ensues when people try recalling the old tunes. Having 90 to 100 guests at each broadcast has become almost a daily occurrence.

During the program which is aired Monday through Saturday from 11:30 A. M. to 12:25 P. M. telephone numbers are selected at random from the St. Louis Metropolitan telephone directory. Listeners are asked to recall the number being played. They do not have to be listening to the program to win a prize, as music is

played from the speaker over the telephone receiver for them. If listener guesses the recallit tune correctly, she is given a chance to guess the Master Mystery. Recallit tune prizes accumulate at the rate of from \$4 to \$7 each day. The amount of the prize increases daily if no one identifies the numbers. The Master Mystery pays at the rate of \$50 per week. It starts with a \$100 prize and increases at the rate of \$50 each week. Recallit tunes have paid as high as \$550 and the Master Mystery as high as \$750.

To get tickets to the show, all listeners have to do is send Daily a self-addressed, stamped envelope. They have 55 minutes of fun, and earn perhaps enough money to buy their friends a sarsaparilla on the way home . . . so Tom says.

## SHOW SPONSORS

Sponsors of the show are The Blanton Company, St. Louis, Missouri, makers of Creamo Margarine, and the Ward Baking Company, bakers of Tip Top Bread. Both use spot announcements on other stations, newspaper ads and coupon deals. First real use of radio for Creamo was in September, 1948 on the "Recallit and Win" show, and they have been constant sponsors since.

As for the spot announcements, Creamo uses one on another station, while Ward uses a total of twenty spot announcements on other stations.

Commercials on the Recallit show are furnished by the agencies, and Tom Dailey ad libs around the supplied copy. Since the show carries food products sponsors, they are trying for immediate sales. These

# PAYS PRIZES

are mainly Missouri sales, but also are stressed in Illinois. It was found through KWK's personal calls that many stores and their customers preferred margarine in bags since the housewife could mix it faster and easier than most packaged brands. In Missouri, manufactured colored margarine sales are permitted. However, in Illinois the state laws do not permit the sale of any but white margarine with coloring to be done by the housewife.

## PROMOTION USED

Car and bus cards, direct mail, personal calls on dealers for attitude surveys, sampling of audience at show which at least 75 people attend each day have served as promotion for the show. Personal calls by the KWK Merchandising Department have proven that the show has been most effective for both Creamo and Tip Top Bread.

During the more-than-a-year's run of the show, a Hooper rating of 5.2 has been achieved. Tunes have been made simpler in order to have more winners. The Master Mystery continues to be an old popular tune, but still remains a tough one to identify. The program has stayed on the same time spot throughout. It was originally put on this spot to reach the feminine audience with ease . . . station time was available and the opposition was not overly great.

Program costs \$455 a week, per fifteen-minute-period which includes air time, cash prizes. It is preceded by Mutual's "Kate Smith Sings" program, and followed by a five-minute newscast.



Studio contestant gets privilege of pumping old player piano as Tom Dailey listens and John Traxler lifts lid

The show has been an enormous success from the standpoint of sponsor, station and public. All sponsors do a sampling job of the studio audience now and then. There is also a display of all sponsors' products on view in front of the stage in the studio. As further sponsor aid, coupons for sponsors' products are given those who fail to identify tunes correctly.

Over 3,000 people have attended the show since June of this year, when the station was moved to its new building which accommodates audiences. In the period since the show started—June, 1948—about \$20,000 has been given to winners.

## Street Man

*(Continued from page 13)*

sponsor and the show is most evident however in the name. Program is universally referred to as the Strietmann Street Man Show. This double emphasis adds to the program's advertising effectiveness, while the show's distinctive format keeps listeners tuned to the Street Man . . . and necessarily to Strietmann.





# Show Gives Prize

Radio, with its flexibility and adaptability, again has demonstrated that it can merchandise any kind of product or sponsor.

"Vacation in Bermuda," an outstanding radio show produced by WLOW, a Norfolk, Virginia, independent station, is now in its eighth week, sponsored by a group of grocery stores known as Economy Stores, Inc.

The Economy set-up is the kind that has refused repeatedly the use of broadcast advertising because of an erroneous belief that radio could not do the job for them that newspaper traditionally has done.

However, WLOW built a program exclusively for Economy Stores, Inc., which is comprised of more than 100 independently-owned grocery stores, and the program is paying off in handsome fashion for these one-time skeptics.

The main idea of "Vacation in Bermuda" is simple—yet one that appeals to everyone: vacations. Lee Lively and Louise Packard, who handle the daily half-hour broadcasts, select a different state for the topic of conversation each day. They highlight the vacation spots and points of interest in that state. Their shows, which are entirely informal and ad lib, combine care-



fully chosen music and a new type of daily prize which have made "Vacation in Bermuda" far and away the most popular locally-produced radio program now being aired in the Norfolk area—an area served by nine radio stations.

◀ **Lee Lively, conductor of  
"Vacation in Bermuda"  
turns over tickets to lucky  
contestants at beginning  
of trip**

The campaign first was offered to N. J. Moody, general manager of Economy Stores, Inc. The offer followed nine weeks of negotiation with the Furness-Withy Line for free cruise trips aboard the luxury liner Queen of Bermuda—the program's grand prize.

Moody, quick to grasp the unique promotional values of the campaign, asked R. W. Wasdon and W. M. Carpenter of WLOW to present the complete plan to Economy's advertising board. This was done at a luncheon meeting. The entire

gram was played. Then, after minor changes, the contract was inked for a 13-week period, with renewal options.

The entire presentation involved some six weeks and many hours of work by the WLOW staffer involved. More than a few night-time meetings were required. But it is paying off, and this fact is demonstrated time and again in the many Economy Food Stores. As an additional tie-in—and to make each grocer feel that he is an integral part of the campaign—the grocer who has the "Vacation in Bermuda" winner every four weeks, receives a \$100 wrist watch from WLOW.

The question of how to win the six-day cruise to Bermuda for two persons received considerable attention. Several schemes were offered, but WLOW feels the final solution to the problem probably is the best that could have been made.

Each grocer receives 500 entry blanks. On the blank is space for the grocer's name to be stamped, space for the entrant's name, address and telephone number. On the reverse side a section is reserved where the listener may write—in 50 words or less—the reason why he or she likes to buy at

# of Bermuda Vacation

board approved the campaign.

Next step was a meeting with the board of directors of Economy. The Board of Directors unanimously approved the idea.

At this point it was necessary to bring the entire membership of Economy Stores together so they could be informed of the plan and vote on it. Carpenter and Miss Packard, in an evening meeting with the grocers, answered a multitude of questions about the program, how it would be handled, commercial copy arrangements, prizes to be awarded, how to award the prizes, who would be eligible, and many others. An audition of the proposed pro-

an Economy store. The blanks then are mailed to the station by the contestants and are kept in a huge basket.

Each morning during the program Lively and Miss Packard select one of these entry blanks at random and call the contestant on the telephone. If the contestant responds with "Economize with Economy" rather than the usual "hello," then that radio listener and a companion win the daily award of an "Evening Out." This is the added ingredient that stimulates and holds the day-to-day interest of the listeners.

*(Continued on page 21)*

# FARM SHOW

## BENEFITS SPONSORS



Part of cast of "Western Slope Farm and Ranch Hour," outstanding morning program on KFXJ

Eight sponsors are benefitting through their radio advertising on 1,000-watter KFXJ in Grand Junction, Colorado. Vehicle which is carrying their names to KFXJ audiences is an early morning farm and ranch show called the Western Slope Farm and Ranch Hour.

Aired Monday through Saturday from 6:15 to 7 A. M., program gives eight non-competitive accounts one minute each to sell their names, products, and services. Some of these are direct sales messages while others are of an institutional nature. All accounts, no matter which type of advertising they employ, are well satisfied with the show and attest to the results attained.

Show itself is a natural for sponsors who cater to the rural trade. A farm and ranch program, it presents forty-five minutes of varied entertainment for the agricultural

audience it attracts. Format, generally, includes several separate features. Interviews with agriculturists fill a large portion of the time, while tape recordings of special events are often added for special interest. These cover such things as Cattlemen's Association and Wool Growers' meetings . . . subjects of concern to farm and ranch owners. Guest speakers on the show include county agents and home extension specialists. News dealing with farm and ranch subjects is especially edited for airing on this program.

In addition to all the informative material offered, there is a musical portion on the show for pure entertainment value. An instrumental and vocal duo play and sing western and popular songs. This use of live talent for the music segment was inaugurated recently. Show now is approximately two years old, and for its

entire life has had strong mail pull.

Sponsors of the Western Slope Hour include an auction sales yard, farm equipment dealer, clothing dealer, automotive dealer, livestock broker, seed store, insurance and finance company and a food account. These noncompetitive firms tie right in with the format of the show . . . all parts of the broadcast catering to the farming and ranching group.

Announcements are sold at a one-time Class A rate. This premium charge is paid to the live talent on the show, also. Producer of the show is Ed Lewis of KFXJ.

Time for broadcasting the program—the early 6:15 to 7 segment—was selected on the basis of listening habits of rural listeners as revealed in surveys. These early risers have their radios turned on in time to hear the news about their work and the special features connected with it. Western Slope Hour is in an excellent time

spot for reaching the audience at which it is beamed. It is not, however, the first program on KFXJ daily schedule; preceding it is a sustaining Chapel of the Air. It is followed by a newscast, sponsored alternately by a wholesale food account and a clothier.

Promotion is not lacking in the case of the Farm and Ranch Hour. Show is promoted largely through direct contact such as Grange meetings, 4-H Clubs, FFA and other groups. Also, promotional spots are aired, particularly with reference to guest shots and special-events coverage.

The definite tie-up between sponsors' products and the show itself is an invaluable aid in building results for the program's backers. All eight sponsors find the show THE advertising vehicle they have been looking for . . . it spells sales for them, success for KFXJ, and is another bright spot in the achievement record of radio advertising.

## Cooking School

*(Continued from page 11)*

of same day. Miss Quinn spent each morning getting foods prepared for cooking, such as peeling potatoes, carrots, etc., so that meals were practically set to go in ovens. No medium other than radio was used to promote show. Advance plugs suggested places where tickets could be obtained, (from participating sponsors). No children were permitted and admission was by ticket only.

Accompanying pictures visually demonstrate "School" in action. Various appliances were exhibited on each side of stage. Each woman attending registered as she entered studios. Duplicate numbered cards were used, one bearing address was kept for sponsors' use in follow-up and for selecting studio winners. Ladies kept other half for identification purposes for awards. As each lady entered studio she received small giveaways from various sponsors. A small thermometer, plastic

cap for jars and measuring glass. Pre-selector for other station telephone show was used to select phone calls.

All sponsors were charged the one time hour rate for week's participation. Station sold 6 sponsors netting thereby slightly more than the 5 hours used. No attempts were made to crowd more sponsors on program. Sponsors were not guaranteed commercial announcements as such. Stress was placed upon working the commercial credit in Miss Quinn's talks with all sponsors getting credit at beginning and end of program from Mac.

Program was scheduled intentionally during May to introduce summer menus. Promotions of this sort can assist station in boosting billing during dull period and at the same time do a good job for local merchants.

Small electrical appliances, food and trade certificates for prizes awarded totalled \$474.



## Little Symphony

(Continued from page 3)

dents in the preparatory department of the Eastman School of Music. Scholarship winners are announced during a "Little Symphony" concert by Dr. Howard Hanson. Senior winners are presented on the air during the McCurdy series.

Series is promoted by Station WHAM through the use of newspaper ads, billboards, news releases, and consistent air promotion. McCurdy and Company promotes their "Little Symphony" through references in their store advertising, both internal and external, by stuffers, "post-mark advertising." Window displays are also devoted to promotion of the "Little Symphony."

The McCurdy "Little Symphony" enjoys wide listenership. Its appeal is the universal appreciation of good music. The early evening time of seven-thirty has been selected by McCurdy and Company because it is a time when people are relaxing after the dinner hour and the quiet beauty of concert music is conducive to quiet listening.

Usually a half hour of evening time is peppered with brisk commercials. The "Little Symphony" carries absolutely no commercials—another reason for high listener acceptance. McCurdy and Company use the program as a vehicle to present to residents of Rochester and vicinity a message of strict institutional nature. The closing announcement—a single line—is representative of the type of institutional copy carried during the program: "McCurdy's wish to provide this program of fine music for your listening pleasure is your invitation to listen."

Since Station WHAM serves a forty-three-county primary area, "Little Symphony" carries a message of good will over 900,000 radio homes in western New York.

On February 14th of 1948, Station WHAM opened its new million dollar "Rochester Radio City." One of the features of Radio City is a beautiful auditorium studio seating nearly four hundred

people. Every Tuesday evening the auditorium is filled to capacity with interested spectators who have listened to the "Little Symphony" at home and wish to see the program as it is broadcast.

Another tie-in with the "Little Symphony," conducted by McCurdy and Company, was the recent presentation of a style show after a regular Tuesday evening program. The large auditorium stage, forty by forty-two feet provided a perfect setting for the models as they displayed the newest creations in the "new look."

Another important phase of the WHAM-McCurdy and Company cooperation is in the commissioning of special works for radio broadcast. Since 1945, WHAM has commissioned a number of composers to create musical works especially for broadcast by a medium sized orchestra such as the McCurdy Little Symphony. The composers who have completed such commissioned works for WHAM are:

DR. PAUL WHITE—"Idyll"

BERNARD ROGERS—"Characters from Hans Christian Anderson"

DR. HOWARD HANSON—"Serenade for Solo Flute, Strings and Harp"

ROY HARRIS—"Piece of Radio"

WAYNE BARLOW—"Nocturne"

PETER MENNIN—"Sinfonia"

BURRILL PHILLIPS—"Scena"

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## Singing Ducks

(Continued from page 9)

wit to start the day off happily . . . all of it mixed with music chosen for easy morning listening, with the added attraction of Fred's famed duck chorus under the direction of Professor Muchmore.

"A treat for tired ears and jaded radio appetites" is the way Philadelphians gratefully describe "The Fred Bennett Show." His loyal listeners believe in him and he's moving products off the dealers' shelves in volume. When WPEN's Fred Bennett hatched Singing Ducks, WPEN hoped the downy fuzz of growing ratings would put them at their ease . . . they knew that agencies would clamor for time as soon as they heard the Fred Bennett

Show, but they didn't know that those mad Singing Ducks would draw such a large audience response so soon . . . literally swamp them with letters and calls about those ducks.

Fred's not zany . . . he's a blend of Will Rodgers and drawing room wit. It's his subtle humor and gentle philosophy that have the greatest appeal, but his sincerity is the kind of attribute that is always at a premium. "The Fred Bennett Show" has the spark that is building a listening audience with its novel characterizations and original skits. Each day more and more listeners are tuning to "The Fred Bennett Show" on WPEN . . . and what's more, they're staying tuned.

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## Bermuda Vacation

(Continued from page 17)

Each daily winner and a companion are picked up at their home by a Yellow Cab and driven to the smart Coffee Shop of the Thomas Nelson Hotel. There they receive an excellent dinner, as well as a corsage for the lady from Durkee's Florist Shop of Norfolk. Following the dinner, the Yellow Cab takes them to Loew's Theater to see a first-run motion picture. When they leave the theater, the Yellow Cap takes them home again. A complete evening out at no cost whatever to the couple—and, incidentally, at no cost whatever to the station or the sponsor. Each of these "Evening Out" participants is mentioned on the daily programs. They receive no commercial as such—just a simple mention of the cab company, the restaurant, the florist and the theater.

Finally, at the end of each four-week period, the entries that have been received during that month are judged and the grand prize winner chosen. Mr. Whitehurst, ad man for Economy; Warner Twyford, radio and drama critic of the *Norfolk Virginian-Pilot*, and Carpenter, of the station staff, are the final judges.

Popularity of the program is shown by the fact that entries steadily pour into the station. To date, more than 20,000 entry blanks have been printed and distributed,

and Economy has requested an additional 10,000. All this in the short space of eight weeks!

Copy-wise, the five commercials on the program feature the many advantages of buying from an Economy Store. The friendliness and neighborliness and courtesy of dealing with Economy Food Store grocers—who are all local men who own their own businesses—are stressed. The angle that co-operative buying enables Economy Stores to compete with any chain operation in price as well as in quality also is brought out. Both Miss Packard and Lively handle the commercials. Material is supplied each week from Economy headquarters. When specific prices are mentioned, these are checked each morning before air time to make certain they are correct and that last-minute changes may be noted.

One of the most remarkable things about the entire campaign is the fact that such a large group of independent merchants could agree and give unanimous approval to a radio show. Each has an actual voice in the presentation of the program, and each pays a proportionate share of the cost.

At no point has "Vacation in Bermuda" been hit or miss or experimental. The entire campaign—from its inception and right down to the last promotional display card—was planned at the outset. The format of the program, the method of caring for the grand prize winners, the daily winners, the commercials, and the talent were all set long before the program actually got underway.

This type of planning, allowing for complete follow-through, has been responsible in large measure for the success of the program, according to Carpenter.

Carpenter believes that the complete, detailed planning also was largely responsible for the fact that Economy bought the campaign. No detail was overlooked. Every possible avenue of exploitation was used. The program simply had to click.

"Vacation in Bermuda" is clicking. It will continue to find a large and responsive audience. "Vacation in Bermuda" proves once again that radio, when properly used, is the most effective advertising medium for any type of business.

## Red Rooster

(Continued from page 5)

frequent changes of pace will be planned to add interest to Schuneman's Red Rooster program.

G. Music will be rotated by types from day to day.

### 6. MERCHANDISING PROGRAM

A. Trigger promotions and runner items have proved most productive on this type of radio program. While new items and styles can and should be introduced, medium and popular price lines produce surer, quicker results than extremely high fashions. To a great extent the Parrish promotion plan to which the store is now committed will be followed in merchandising of the radio program.

B. When any item can be ordered satisfactorily by mail or telephone, mention of Schuneman's tel-mail service should be included in the script. This is particularly important for:

1. Out-of-town listeners who cannot come to Schuneman's frequently as well as for
2. In-town listeners who are tied up at home with small children.

C. To get best results from Schuneman's Red Rooster program, it is particularly important that each buyer whose merchandise is advertised on a specific day:

1. Inform sales staff about sales points of merchandise.
2. Make certain that Schuneman's Red Rooster advertised merchandise is displayed prominently in department.
3. With special Schuneman's Red Rooster sign.

### 7. PUBLICITY PROGRAM

If Schuneman's is to obtain maximum returns, both direct (sale of specific

merchandise), and indirect (institutional and dissemination of fashion facts), every possible media of publicity must be utilized in publicizing Schuneman's new radio hour:

#### A. WITHIN THE STORE

1. Store Signs—Full sheets and one-eighth sheets, announcing the new radio hour, will be placed throughout the store in fitting rooms, beauty salon, women's rest room and employees special rooms on August 11.
2. Elevator Cards—A full run of elevator cards, announcing Schuneman's Red Rooster program will be designed and inserted on Thursday, August 11, and will remain in the elevators until Monday, August 22.
3. Window Cards—A special card will be designed for use in Schuneman's windows announcing the new radio program starting Thursday, August 11.
4. Window Cards—Any item advertised over Schuneman's Red Rooster program, displayed in a window, will be accompanied by a specially designed radio card, calling attention to the radio advertisement.
5. At least two window displays will be planned for the window week starting Thursday, August 11, announcing Schuneman's Red Rooster program. Mr. Ullom will be responsible for the windows planned in cooperation with Mr. Dotson and Mr. Campbell. At later dates, windows featuring the new radio program will be installed at frequent intervals. Reference to the radio program in the windows should be made whenever practical.
6. Sales Force—Starting Thursday, Aug. 11, Miss Krauss will have the section managers instruct each sales person to




mention Schuneman's new radio hour—Schuneman's Red Rooster program, WDGY, 1130 on your dial, to customers at the end of each transaction. No set wording will be suggested by the section manager, each sales person phrasing the announcement in his or her own words to avoid monotony. However, the 1130 position on the dial should be mentioned each time in connection with the name of the station, WDGY.

7. Radio Selling Tie-up—Starting Monday, August 15, each salesperson in each department advertised on Schuneman's Red Rooster program for that day, will mention the fact that the item was radio advertised and ask the customer if she or he heard it advertised over the radio that morning.
8. Suggestive Selling—In each department when an item has been advertised over Schuneman's Red Rooster program, that item will be used for suggestive selling after the sale of merchandise requested by the customer has been accomplished. The section managers, working with the buyers, will interest the department's sales force in this method of obtaining additional sales.
9. Buyer's Radio Meeting — A special meeting for Schuneman's buyers, at which Schuneman's Red Rooster program will be explained, will be held on Wednesday, August 3, at 9 A. M., in the River Room.
  - A. An enlarged map, showing WDGY'S primary service area, will be presented to show how thoroughly it covers Schuneman's trade area, areas not reached at

present, either by radio or newspaper.

- B. Procedure for Schuneman's Red Rooster program, requisitions, signs, departmental displays and selling will be explained.
  - C. Paul and Mary Light and WDGY staff representatives will be introduced.
  - D. Cost of radio item advertising will be given and comparison with newspaper advertising costs presented.
  - E. Plan for radio advertising subsidy will be explained.
  - F. A special radio daily sales report will be presented.
10. Radio Mass Meeting—A mass meeting of all Schuneman's selling employees will be held at 8:30 A. M., Friday morning, August 12, on the Street Floor, where a miniature Schuneman's Red Rooster program will be presented by WDGY's staff and Paul and Mary Light. Special emphasis will be laid on the importance of Schuneman's employees telling their customers, relatives and friends about Schuneman's new radio hour.
  11. Schuneman's personal shopper, Betsy Ross, will call attention to Schuneman's Red Rooster program in all her contacts with customers.

## B. OUTSIDE ADVERTISING

1. New paper Advertising—Starting August 7 there will be daily announcement in the St. Paul Dispatch-Pioneer Press announcing Schuneman's Red Rooster program. This advertisement will be changed daily and will appear in various  
(Continued on next page) 

ious sections of the newspaper (news, society, sports and radio pages). There will also be advertisements in the Union Advocate.

2. Package Inserts — Starting Monday, August 7, package inserts will be placed in all packages, both take-with and sends, at the direction of Miss Krauss, personnel director.
3. Radio Pre-announcements— Starting Monday, August 7, WDGY will schedule announcements throughout the day and evening programs to build up interest in Schuneman's Red Rooster program.
4. WDGY Newspaper Advertising — WDGY will advertise Schuneman's Red Rooster program in St. Paul and Minne-

apolis newspapers, country newspapers and the Farmers Union Weekly.

5. South St. Paul Advertising— WDGY will use all available facilities of its South St. Paul office to advertise Schuneman's Red Rooster at the stockyards and points of rural contact there.
6. Street Car Card Ads—Schuneman's street car cards will advertise the new radio program, being placed in the cars as soon as possible after August 7.
7. Billboards—Schuneman's billboards will be redesigned as much as is consistent with economical and effective presentation to advertise the new radio program.



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## RADIO SHOWBOOK



*Indexed by  
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*Indexed by  
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*Indexed by  
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MAGAZINE OF AIR MERCHANDISING

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**SUBSCRIPTION RATES;** United States and possessions \$5.00  
 one year. Canada \$5.50 Single Copies—50 cents Canada—55 cents



# CIVIC CLUB

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**AIR FAX:** Station garners local support with school sports play-by-play.

**Broadcast:** November 5, 1949

**Station:** WKDN, Camden, N. J.

**Sponsor:** Participating

**Power:** 1,000 watts

**Population:** 500,000

---

One of the neatest switches in the history of time sales occurred on Saturday, November 5. The place was Moorestown, N. J.; the occasion was the annual Moorestown-Palmyra football game.

Edwin W. Tucker, Program Director for station WKDN in Camden, N. J., has the programming problem confronting any small station on the fringe of a metropolitan area, in this case Philadelphia. The answer to this, as he saw it, was to have the same function as a local newspaper—heavy coverage of local events. Capitalizing on this he selected a football game between two of the region's outstanding high-schools. The plan, according to Major Ranulf Compton, President of the South Jersey Broadcasting Corporation and Station WKDN, seemed tailor-made for sports-conscious South New Jersey.

Because the studios and transmitter of WKDN are located some 12 miles from Moorestown, necessitating the cost of lines, Tucker realized that this cost, plus that of talent and air time would be excessive for the type of sponsor he was interested in obtaining. Consequently he devised a participating plan for six Moorestown merchants.

But at this point he carried the idea from a standard community promotion

plan, to what RADIO SHOWMANSHIP considers one of the smartest station-selling plans of the year.

The idea of giving a small-town the same quality of radio coverage commonly thought to be obtainable only in big cities, and doing it on a participating basis is not unique. But—when a civic group in the small town offers to assist the station in selling the time, the plan becomes exceptional.

Since the end of World War II, Moorestown has been raising funds to build an athletic memorial to honor the sacrifices of local men. The project, as conceived, would be a place for athletics of all kinds including baseball, football, and track. Naturally such an undertaking was expensive for a small community, and there was always need for additional funds.

Motivating force behind the campaign to raise funds for the memorial has been the Moorestown Township Memorial Athletic Field Association, a group formed by the local Lion's Club.

Realizing that such a need for additional funds was always present, Tucker offered the following plan to the Memorial Association. Station WKDN would, he said, give to the Association one half of the profits they received from this broadcast.

Since the offer was made on a philanthropic basis, Tucker was in no way prepared for the reception it got from the Association. They, and the Lion's Club agreed to help WKDN sell however many participating sponsors needed to put over the program.

The result was that the station had no difficulty lining up six sponsors. But even more important, none of these six had ever used radio advertising before. All six



# SELLS LOCAL FOOTBALL

began because they felt it would benefit the community. Tucker feels that all will continue when they find that they can benefit themselves as well as their locality.

Each sponsor had three mentions on broadcast. At the beginning and end, the name of each was mentioned as being one of the progressive merchants sponsoring the game. And each was given an identification spot during the game. At half-time members of the Lion's Club and the Memorial Association spoke to the radio audience.

The only costs for the program were for

air time, lines to the station and talent. The latter consisted of Jim Eadline, News Director for WKDN and former assistant sports editor for the *Camden Courier Post* doing play-by-play, and Mark Olds, Station staff announcer doing color. Patricia White, "teen-age" columnist for the *Courier Post* assisted Olds on color.

The outstanding success of this program, according to Tucker and Major Compton, was due to the fact that for the first time the station had become a financial and promotional contributor to the community rather than a mere local outlet.



Jim Eadline, News Director and play-by-play announcer on WKDN, Camden, N. J.





One of the many various local groups which have made guest appearances on "Town Day"

## DAILY SALUTE HOLDS

"Hello, hello New Roads. This is WAFB calling." That's the 6 A. M. eye-opener the populace within a sweeping 40-mile circle of Baton Rouge wait for Monday through Friday. The name of the program is "Town Day," and each morning bright and early, Byron Davidson and Harvey Hyland, staff announcers, call a town in the surrounding area, and with the early

morning salute, bring the rural listeners music they like to hear, news about their home town, special guests from their section, and, of course, commercial messages from the home-town advertisers.

"Town Day" had its inception the day Radio Station WAFB, Baton Rouge's 1000-watt Mutual Affiliate, was born on June 1, 1948, and has been a sustaining good will builder ever since. The flexible format of the show is such that no major changes have been found necessary to increase interest, and although many new injections have been woven into the original presentation, the format, for the most part, remains the same. The biggest change occurred in the last few months when WAFB went on a full-time broadcasting schedule and "Town Day" was moved from its 9:30 morning spot to the early 6:00 time. And this changeover, which was discussed with the numerous cooperative sponsors from the five towns who sponsor "Town Day," has been found

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**AIR FAX:** Early morning show featuring WAFB announcing team and numerous rural guests, slanted to a town a day in the surrounding area.

**First Broadcast:** June 1, 1948

**Broadcast Schedule:** Monday through Friday, 6 to 6:30 A. M.

**Sponsors:** Cooperative out-of-town merchants

**Station:** WAFB Baton Rouge, Louisiana

**Power:** 1,000 watts

**Population:** 120,000

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to be ideally suited to the rural listening audience, which is primarily farming territory whose inhabitants are perpetual early risers.

Dick Gregory, WAFB salesman and part time announcer, is responsible for the idea of "Town Day" and deserves a great deal of credit for its success. Before WAFB went on the air, Dick laid the groundwork for the show, and, oddly enough, in so doing, turned radio-newspaper competition into a workable organization. His first contact in the towns came through the weekly papers, and it was through the cooperation of the various editors of these weeklies that the foundation for the program was built.

The next step was actual contact work, and Gregory applied the formula for not having competitive organizations advertise on the same program, sometimes a difficult feat in a small town. An average of eight merchants per town bought 30-second spots

occur in these outlying areas. Some of these recorded special events have been played back on the "Town Day" program, while still others were broadcast direct.

Pace of the show is fast and snappy, and the theme begins right after the announcer signs on each morning. Byron Davidson is the straight man, and since the change-over to the early morning time, Harvey Hyland has participated in the show as the popular character he originated, Hiram Haynes. The two showmen bandy about events of the day, offer gag introductions to the music, and tallied up, turn in a commendable half hour's entertainment.

In the middle of the program, there is a spot reserved for "Town Day" news which is contributed weekly to the station by the out of town papers. The news is culled by either Hyland or Davidson, and the highlights are presented to create even more local interest. The editors have been cooperative to the extent of calling long dis-

## WIDE AREA INTEREST

on their town day program, and have reported increased store traffic and sales, but the primary work accomplished by "Town Day" has definitely been good will, for the merchants who advertise, for the civic organizations within the towns themselves, and for Radio Station WAFB.

The rural communities, including New Roads which is located 36 miles northwest of Baton Rouge, Plaquemine, 15 miles southwest, Gonzales, 30 miles south, Denham Springs, 15 miles east and Zachary, 13 miles northeast, all feel that WAFB is *their* station and they are all WAFB boosters. So much so that some of the same advertising merchants who have bought spot time on "Town Day," have also bought other periods, some of these even sponsoring some of the local high school football games.

WAFB, on the other hand, through "Town Day" contacts, has been on hand with a wire recorder, and remote equipment to air events of special interest that

tance if some event of special significance occurs after their papers have been mailed to the station.

Every one of the towns that participate in the "Town Day" program over WAFB has sent special guests to appear on the show from time to time. Among these have been glee clubs, 4-H and FFA members, representatives from the County Agents' offices, School Boards, Libraries, Home Demonstration Agents, Chambers of Commerce, and others. And WAFB has also played host on the "Town Day" program to numerous beauty and pageant queens who were elected to participate in special events in the surrounding areas.

Another service the "Town Day" program has offered through the policy of allowing guests from the various towns to appear on the program is to provide these rural communities with a means of direct and immediate contact with the townspeople. For instance, when the Iberville

(Continued on page 21)





## *Sponsor Appearance*

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**AIR FAX:** Variety and quiz show gets extra interest and results from personal sponsor participation

**First Broadcast:** September, 1940

**Station:** WFBR, Baltimore, Md.

**Power:** 5,000 watts

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What could gladden a sponsor's heart more than to find his radio program is doing for him what only radio at its best can do for any sponsor . . . increase sales, create good will, and personalize the sponsor to the listeners and consumers? And nothing is so dear to a station as a satisfied sponsor who renews contract after contract.

This altogether desirable situation has been achieved between WFBR in Baltimore and Isaac Potts, owner of the Little Potts Furniture Store. The program which has cemented this happy bond is "Sing 'N Win" a ten-minute segment of "Club 1300" presented over WFBR. Proof? Mr. Potts has just begun his ninth consecutive year of sponsorship of the show.

One of best potential assets of today's

radio station, the ability to personalize entertainment and selling, is unfortunately too often overlooked. Listening to an individual talk will convince more people that they personally know him, than reading a bookshelf of his works. And so one of the smartest angles any sponsor can play up on his radio advertising, is to convince the buying public that he and his product are a reality.

This idea was carried to its logical and successful conclusion on "Sing 'N Win" when the sponsor himself became a part of the show's talent. What effect did this have on the audience? They were delighted. Here was the answer to a public relations man's dream. Brought together in the same package were sponsor, talent, radio salesmen and the audience. Best of all, the entire atmosphere was one of fun and good humor. This has been so effective that recently when Mr. Potts was introduced to the Mayor of Baltimore, His Honor's reply was "Mr. Potts! Oh yes, Little Potts Sing 'N Win." It has not been revealed whether the Mayor knew this from personal listening (the show is presented during the day and hence



draws primarily women) or from hearing about it from his wife, but after all it's not important. What does matter is that the end result is the same; all Baltimore knows Mr. Potts, and Baltimore buys at his Furniture Store.

"Sing 'N Win" is a ten-minute segment of Club 1300, a variety and quiz show on WFBR. Since the beginning of the show nine years ago, the store has given away over \$30,000 in prizes with individual jackpots running as high as \$500. That this has been money well spent is evidenced by a recent Gallup poll which proved that the general public approves this type of entertainment despite attacks by government agencies and radio critics. The Baltimore public confirms Dr. Gallup's findings by giving the program a consistently high listener rating throughout its last eight years.

Primary talent on the show is as the title indicates, musical. Tying in music to cash awards, brings together two of the most effective pulls in radio, for an unbeatable listener draw. Primary talent on the show is provided by Henry Hickman, Marion Dawn, Carroll Warrington and The Lather Boys, a barber shop quartet in the best accepted tradition.

The outstanding gimmick on the show, which has made Baltimore Little Potts Furniture Store conscious and made Mr. Potts a personal friend to all listeners, was dreamed up by salesman Hugh Barclay of WFBR. For many years he attempted to persuade the sponsor to do his own show, and now that he has succeeded Baltimore has found that a sponsor can be an affable and entertaining showman. High spot on the show is the yearly

*(Continued on page 15)*

## *Sparks Musical Quiz*



John Alderson, Mr. Potts, Gerald Eythe and Carroll Warrington make up the Lather Boys quartet. Announcer Phil Crist is at right.



# Little-Known Fact

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**AIR FAX:** Traditional factual show does institutional *and* direct selling.

**First Broadcast:** January, 1945

**Broadcast Schedule:** Monday through Saturday, 6:20-6:30 P. M.

**Sponsors:** Participating

**Station:** WTOP-AM and FM, Washington, D. C.

**Power:** 50,000 watts

**Population:** 1,402,000

**Preceded by:** "Story Behind the News" with Bill Shadel

**Followed by:** "Speaking of Sports" with Arch McDonald

---

In what most people consider the Capital of the World, the most factual program on the air is WTOP'S traditional "Factfinder."

The 10-minute show appeals to adults and children alike. As a result it has helped build the 6:15-6:30 P. M. segment on WTOP into a traditionally tops-in-town rating.

Format is simple. Announcer Vern Hansen asks factual questions. "Factfinder" Maurice Jarvis, a local actor, answers the questions. Sample:

"A lady on 14th Street wants to know how many steps there are in the Washington Monument."

Or, as happened once:

"A gentleman in Chevy Chase wants to know if there really are mermaids—half woman, half fish—or if this is a fairy tale."

In his kindly, gentle, wise voice, the Factfinder always give a courteous answer. The programs uses no gimmicks. Producer Edwin Halbert believes its success lies in the straightforward, simple format. Question and answer. But, he insists, there must be a wide variety of questions. Anything in the world except medical or religious subjects.

The answers, dug up by scripter Ellen Wadley, come from WTOP's reference library, the Library of Congress, and the scores of information offices that abound in Washington, D. C.





L to R, the Factfinder, producer Eddie Halbert, and man who asks questions, announcer Vern Hanson.

Ellen Wadley digs out elusive fact for Factfinder

# Sell Well-Known Products

Until recently the Factfinder was Claus Bogel, a venerable actor who appeared with Sara Bernhardt and many great stage personalities. When he retired from the show a few months ago he was 78, radio's oldest regular male performer.

Today the Factfinder, Maurice Jarvis, is also a veteran actor. In 1910 he played the world's first performance of Shakespeare in Esperanto, the universal language.

The program was originally sponsored by Wilkins Coffee, a local brand, from January, 1945, through April, 1948.

"We have been tremendously pleased with the way you have conducted 'The Factfinder' programs, and we feel that it has been one of the most worth-while advertising mediums that we have ever used," wrote Mr. John H. Wilkins, Jr.

A complete re-organization of their advertising, with emphasis on other approaches, caused the lay-off, they said.

Since that time The Factfinder has been participating—two one-minutes daily. Currently, Chesapeake and Potomac Tele-

phone Company, MGM (motion picture), Washington Post, and Ivory Bar Soap are using the show.

Others have included Silver Dust, Colgate Dental Cream, Continental Baking Co., Supersuds, United Fruit, Embassy Cigarettes, *Ladies Home Journal*, *Vel*, *Collier's*, Pall Mall, Dodge, Rayve Home Permanent, Hudson Motor Car, Colonial Fuel Oil Co., and Silver Spring Auto Show...

WTOP staff people, riding home on streetcars, have overheard school children settling arguments with the conclusive fact, "Well, the Factfinder said so last night."

No questions are answered by mail, which means the mail count, in a city notorious for poor mail showings, is not high. But it indicates an amazingly wide variety of young, old, intelligent and not-so-intelligent listeners.

And one listener had reached the end of his rope. "Where can I find an apartment?" he wrote.

That was one question that stumped the Factfinder.





# SHOWMANSCOOPS

If you have pictures of unusual and outstanding promotion and programming projects, send them to Showmanscoops, "Radio Showmanship" Magazine. The five best photos received each month will appear in this section.



Final promotion on benefit clambake for Crippled Children's fund, discussed by Mrs. Lou Smith, wife of Rockingham Park managing director, and Arthur Flynn, sports-caster of WLAW, Lawrence, Mass. Event grossed over \$30,000.



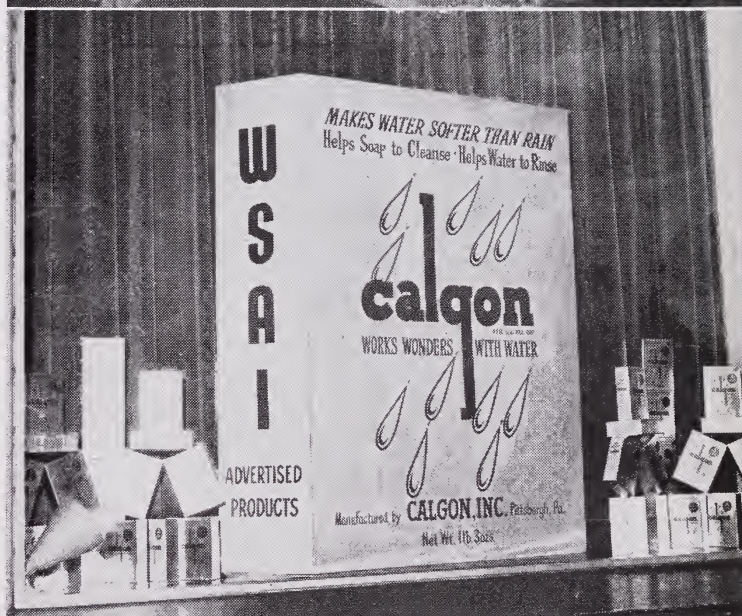
Motorola dealers of Calumet region and representatives of WJOB, Hammond, Ind., put final touches on contract to jointly sponsor local basketball through 1949-50 season. Pictured are Robert Hasler, Clarence Hasler, Ed Rozhon, Terry Terwilliger, Al Halus, and Robert Hanrahan



One-hundred-and-eighty-five silver dollars presented to Mrs. J. E. Sackett, 4117 Northwest Drive, Des Moines, Iowa by Don O'Brien, emcee of Omar Bakery quiz show, for correctly identifying jackpot question. Charles Hefley, Omar representative, and Mrs. Sackett's son Philip, look on



Example of extending promotion service beyond broadcast material is blow-up of advertisers product featured in store window by WSAI, Cincinnati Ohio. Station also managed plug (note side of blow-up)



Ad agency men in Montreal, N. Y. C. Chicago, Winnipeg, and Vancouver all were recipients of birthday cakes sent via Trans Canada Airlines and telegraph boys by CKVL, Montreal bilingual station. Occasion was station's third birthday



# Local News Creates Good Will



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**AIR FAX:** Local news provides effective medium for sponsor messages.

**First Broadcast:** May 2, 1949

**Broadcast Schedule:** Monday through Friday 1:15-1:30 P. M.

**Sponsor:** Sweat Motor Co.

**Station:** WALD, Walterboro, S. C.

**Power:** 250 Watts

**Population:** 30,000

**Preceded By:** Cedric Foster

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"Neighborhood News" a five-day-a-week, quarter hour program presented over WALD, Walterboro, South Carolina is the result of a demand for a program in which informal, or "neighborhood news" could be given and is designed to cover the local happenings in all the communities which make up Colleton County of which Walterboro is the county seat.

During this daily fifteen-minute period news of clubs, churches, births, deaths, marriages, all social events, and even murders, suicides, and wrecks are given. A recent innovation is concluding the news with birthday greetings against recorded music and letting this end the program. If no birthdays are reported the program closes with beauty and household hints. Reports on sick folk have sent friends calling and even resulted in visits from the pastors who told their members that they heard it first on the radio "Neighborhood News."

The program began the first Monday in May of this year. It was given a try-out before an attempt was made to get a sponsor. The first Monday in June a sponsor was announced. While it would have seemed a program with more appeal to women's shops as it always included more news of interest to women and reports of current fashions, strange to say it was sponsored by a local automobile company, the Sweat Motor Company, dealers in Buick automobiles.

The cost to the sponsor is the usual charge for fifteen minutes of time. There is no talent charge since the program is given by a woman member of the staff of WALD, Miss Beulah Glover, who came to the station with a background of newspaper reporting experience and writer of magazine articles.

The program is given in an informal chatty way. If news seems a bit scarce human interest items are taken from the teletype as are fashion and household hints. There seem to be as many men listeners as women. The time selected was 1:15, following Cedric Foster, over the Mutual network. As Cedric Foster completes his news, the announcer gives the time, one-fifteen, and says "and time for your Neighborhood News Reporter."



At this point another announcer picks it up and announces that Neighborhood News is sponsored locally by "your Buick dealer, Sweat Motor Company and now here is your reporter Miss Beulah Glover." Miss Glover begins with one of the most important items and continues through for six minutes. Then the announcer picks up again and gives a one-minute commercial about the showrooms of the New Buick and features of the new models together with special services given by the company. Then he says: "Now back to your Neighborhood News reporter." Miss Glover then gives another item of special attention, announces meetings, gives accounts of sick folk, births, and so on, then fashion notes and household hints and if a birthday, a birthday greeting against a background of music which includes the song "Happy Birthday." As she stops speaking the music fills out the time. The announcer gives a short commercial and the weather report and closes with "Listen again tomorrow for Neighborhood News sponsored by your Buick dealer, the Sweat Motor Company and if you have a bit of news send it to this station, care of Neighborhood News."

This program seems to have popular appeal and draws more comment than any on WALD. One wife complains that her husband never lets her talk during dinner because he wants to listen to this program and another housewife says she always takes her desert in the living room where the radio is located. Another says she takes her radio in the kitchen to hear the program while preparing dinner and still another says she rushes from the washing machine as soon as she hears the first announcement.

In a town the size of Walterboro gathering this daily news is not always easy as there are not many telephones throughout the county. But much of the success of benefit church and club affairs has been accredited to the program with its constant reminders, always in different forms, and the revenue and good will derived are not brushed lightly aside by their contributors.

## *Off the Air . . .*

"There are two words for the problems facing AM broadcasting today—FM and television."

Such is the prevailing sentiment in a large part of the country these days.

A student of classical logic, however, will question the above on its two unproved premises: (1) Are these problems, and (2) Are they facing AM stations?

We've all seen reams of debate on these issues. Some of it, has been authoritative, coming from leaders in the field. A lot of it has come from the layman, as it were, the guy who speaks by virtue of owning one type of set or another.

Unfortunately, too much of the controversy we have seen has been prejudiced. What we'd like to get are authoritative comments from people who are in positions to know and have no axe to grind.

Specifically what we're interested in learning is this. Are AM, FM and Television mutually exclusive industries? Does the existence of a strong television industry preclude AM and FM?

Or, will broadcasting realign itself to conform to a different pattern? What form must this pattern take? And where will the major changes take place; in scheduling, programming, or somewhere else?

To try to get some insight into this matter, we are asking our readers—advertisers, who furnish the wherewithal regardless of the medium, agency men, who by occupation associate with all three, and station management and personnel who know, better than anyone else, their own limitations—to write us, giving their opinions.

Of course, no one can foretell exactly what's going to happen in the future. All we want is your informed guess. Your status in the industry we feel will furnish a high enough degree of probability, to make the guess pretty accurate. Won't you jot down your thoughts and send them to us today.

Thanks.

*. . . The Staff*

# TALENTED JAZZ SHOW HITS UNTAPPED MARKET

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**AIR FAX:** Negro show featuring jazz at its best, does exceptional selling job for Brewery. Show features Negro authorities and live talent.

**First Broadcast:** July 24, 1949

**Broadcast Schedule:** Sunday, 3 to 3:30 P. M.

**Station:** WTPS, New Orleans, La.

**Sponsor:** American Brewing Company

**Power:** 1,000 watts

**Preceded By:** Bob Eberly Show

**Followed By:** Public Service Feature

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One of the finest examples of using radio to cover a direct market has been adopted by the American Brewing Company of New Orleans, La., using WTPS in the same city. Thirty-minute show is entitled "Music of New Orleans."

As one of the most foresighted advertisers in the South, the American Brewing Co. saw in this show a chance to tap a virtually untouched market as well as give both themselves and the station a program containing prestige value. The untouched market was the vast Negro population in the South. The station's and advertiser's prestige stem from presenting a show for the Negro, done by Negroes.

Selecting music as the show feature, accented the already smart planning done for the show. To keep the show in character, Jazz is featured predominantly. And to add interest to an already unbeatable package, the show proved that it was ready to give the heretofore neglected audience the best in entertainment. It lined up an all-star Negro cast—top flight musicians, and an MC who is an authority on jazz.

American Brewing Co. follows rules of radio good taste and public acceptance by stressing identification and good will, with a minimum of interruption. This not only keeps continuity throughout show, but gets away from that sponsor bugaboo, listener irritation from too frequent commercials. At the opening and closing of the show, there is a short sponsor identification. Besides this there are two commercials spotted during show. One of these is a singing commercial featuring the principals. The other is institutional. Also, Regal Beer, the product promoted, features a "Regal Salute" of the week, to an outstanding local personality who is the subject of a minute-and-a-half interview by the MC.

The all-star Negro cast, used on "Music of New Orleans," features an array of talent rarely found outside network productions. Master of Ceremonies is Elwood "Woody" Smith, a voice graduate of Juilliard School of Music. Together with an extensive knowledge of Jazz and its makers, he has had such professional experience as a leading role in a Broadway musical, and featured entertainer at "Cafe Society" in New York. Besides singing the show's featured ballad, Smith handles continuity in form of learned commentary on the music and interviews the subject of "Regal Salute."

Another weekly feature is Walter "Fats" Pichon, noted jazz pianist, protege of the late George Gershwin, and famous for his similarity of musical style to the late Fats Waller. Appearing with Pichon is the Ragtime Jazz Band led by George Lewis, one of the immortals of jazz. With these the program uses a small musical combination "The Gondoliers," and a prominent Negro guest artist each week.

Proof of "Music of New Orleans" outstanding idea is best demonstrated by its

praises sung by the sponsor, American Brewing Co. RADIO SHOWMANSHIP has long been used by the Company, according to James "Eddie" Miller public relations director, in planning a series of radio programs. "Music of New Orleans" is the latest in this series.

The station too feels that here is something outstanding. Mike Clarke, Program Manager of WTPS, says that the station is proud of the program which not only has prestige value, but is exceptional entertainment.

A show such as this, proves that intelligent foresighted planning of a program, can produce outstanding results for the sponsor, the program, and for quality radio.

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## Sing 'N Win

*(Continued from page 7)*

appearance of Mr. Potts to add zest to the otherwise routine contract renewal ceremonies.

More important, this has established a precedent that might well be followed by almost any station. Personalizing a sponsor will give any sales organization the same kind of customer loyalty found in neighborhood retail outlets. It's not only fun and interesting, it's excellent business.

Mr. Potts is also sold on the idea of a cash reward for alert listeners. Letters received from winners indicate that much of the money won in this way has been put to good use. One contestant wrote that the money she won paid for an operation and hospital expenses. Another family, whose living expenses had exhausted the budget, was able to celebrate a Christmas with presents because of a "Sing 'N Win" prize. A mother and her two children were able to take their first vacation in many years, while another wrote that she gave three-quarters of her winnings to the Community Fund. While Mr. Potts feels that it is unlikely that the majority of winners used their money in such charitable ways, he knows that there are indeed few families which cannot find a good place for a little extra cash.



## JOHNNY ON THE SPOT

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Fifty-two-week contract to sponsor a news show has been signed by Pioneer Investors Saving and Loan Association of San Francisco. Show will be covered on Tuesdays, Thursdays and Saturdays, 7 to 7:15 a.m. on KCBS.

Motorola and Hale Brothers Appliances are the co-sponsors of the 12 Saturday night home games of the San Francisco Shamrocks Ice Hockey team over KGO-TV

The complete schedule of 29 home games and 18 away games of the New York Knickerbocker pro basketballers will be carried on WMGM, New York City. Participating sponsors include Adler Shoe Stores, Buddy Lee Clothes, Dynamic Stores, Nedick's and the *New York World-Telegram*.

Among the firms which have signed up for one-minute films and station breaks on WNAC-TV in Boston are, Lincoln Oil Co., Chrysler Corporation, and General Motors Corp. "Shopping Vues," daytime show for women has signed Studio Shop, Inc., Von Schrader Manufacturing Co., and Kendall Manufacturing Co.

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All in all the program has provided the ideal vehicle for the Little Potts Furniture Store in Baltimore, as it can do for other sponsors. Best of all, the show has become known to the city. Mr. Potts has proved this to himself whenever he attends a broadcast. He gets into a taxicab and says "Sing 'N Win." He has never failed to reach his destination.





# THE IDEA FILE

A directory of all programs reviewed in RS this past year.  
Numerals indicate issue and page number.

## AUDIENCE PARTICIPATION

- MEET THE MISSUS** Contestants visit network show. 1-49, p. 2  
**MORRIS SACHS AMATEUR HOUR** Develops many stars. 3-49, p. 8.  
**BREAKFAST AT THE BRASS RAIL** Carlton Fredericks gives nutrition hints. 3-49, p. 12.  
**SING FOR YOUR SUPPER** Listeners sing via telephone. 3-49, p. 20.  
**STARS OF TOMORROW** Program unearths juvenile talent. 5-49, p. 6.  
**1440 CLUB** Children join scavenger hunt. 5-49, p. 12.  
**CAREER GIRL OF THE DAY** Listeners get chance for sketch and record. 6-49, p. 24.  
**IT'S ALL YOURS** Audience show gets variety format. 7-19, p. 18.  
**MAN SAYS YES** Quiz based on "animal, vegetable or mineral routine." 7-49, p. 19.  
**TALENT QUEST** Audience selects most talented youngsters. 7-49, p. 19.  
**YOUR HOME** Expert discusses home construction. 7-49, p. 20.  
**COUPLES COURTROOM** Comedy court show. 8-49, p. 21.  
**WEEKEND IN WASHINGTON** Zany show uses Brennenman twist. 9-49, p. 2.  
**FACTFINDER** No gimmicks used on question and answer show. 12-49, p. 8.

## CLASSIFIED AND EXCHANGE

- SWAP SHOP** Mail pull big on exchange gimmick. 1-49, p. 14.  
**USED CAR COLUMN OF THE AIR** Local dealers sell by radio. 7-49, p. 19.

## CHRISTMAS PROMOTIONS

- SANTA CLAUS SHOW** Santa arrives by plane. 10-49, p. 2.  
**UNCLE ELMER'S SONG CIRCLE** Railroad commuters sing Christmas carols. 10-49, p. 7.  
**TONE PORTRAITS** Christmas fantasy re-enacts Star of Bethlehem return. 10-49, p. 7.  
**CHRISTMAS ADVENTURES OF CUDDLES AND TUCKY** Children's show attracts 1000 letters. 10-49, p. 8.  
**BETTY WILLS CHRISTMAS FOR THE NEEDY PROJECT** Blonde Santa aids unfortunate youngsters. 10-49, p. 12.  
**CHRISTMAS PACKAGE** Five hour Christmas greeting does public relations job. 10-49, p. 14.  
**SANTA CLAUS LETTER BOX** Old Gent with whiskers reads children's letters. 10-49, p. 15.

## CONTESTS

- BEST TEACHER OF 1949** Quiz Kids pose annual query. 1-49, p. 26.  
**JIMMY FIDLER HOLLYWOOD NEWS** \$33,000 prize highlights charity campaign. 1-49, p. 26.  
**WPN CONTEST** Station offers scholarship for best essay. 1-49, p. 27.  
**THE MAGIC WORD** Clues hidden in commercial. 2-49, p. 12.  
**MILKMAN'S MATINEE** Prize given for best after-dark photograph. 2-49, p. 22.  
**JAZZ AT ITS BEST** Show seeks definition of bebop. 2-49, p. 22.  
**THE WOMEN'S VOICE** Outstanding woman of year to be chosen. 2-49, p. 22.  
**THE MYSTERY MAN** Voice identification wins prize. 2-49, p. 23.  
**DAILY MYSTERY CONTEST** Program mystery offers prizes for all. 2-49, p. 23.  
**OPEN HOUSE** Listeners give favorite song. 2-49, p. 23.

- TEEN AGE DISC JOCKEY CONTEST** 13-week winner gets prizes. 2-49, p. 25.  
**BIOGRAPHICAL BRAINTESTERS** Participants identify subject through clues. 3-49, p. 6.  
**I SPEAK FOR DEMOCRACY** 250,000 students compete in national script contest. 3-49, p. 24.  
**DEEJAY CONTEST** WOV offers D. J. summer job to top high schooler. 3-49, p. 24.  
**STARRING YOUNG WISCONSIN ARTISTS** Station offers \$1,000 scholarships in music competition. 3-49, p. 24.  
**LET'S HAVE FUN** Winner of Cinderella contest gets rich prizes. 3-49, p. 24.  
**MY FAVORITE RADIO PROGRAM IS** KEX awards radio-phonos to top entries. 3-49, p. 24.  
**60 SILVER MINUTES** Jackpot winners get silver dollars. 3-49, p. 25.  
**WHY I LISTEN TO WHOM** \$11,000 phantom voice promotion launched. 3-49, p. 25.  
**MUSICAL HORIZONS** WPJB awards three scholarships. 3-49, p. 25.  
**PHILLIPS TALENT PARADE** Five youngsters compete for bond. 3-49, p. 25.  
**PASS THE BUCK** \$3 pulls over 111,000 letters. 3-49, p. 29.  
**HOME FORUM** Winner receives nylon supply. 4-49, p. 20.  
**THE HOME MUSIC QUIZ** Listeners identify tunes by postcards. 4-49, p. 20.  
**CLASSICAL PROGRAM** Listeners choose favorite selections. 4-49, p. 20.  
**STRONG'S CORNER** Audience writes deejay's theme. 4-49, p. 21.  
**VACATION CONTEST** Resort weekend grand prize. 5-49, p. 27.  
**ROD AND GUN CLUB** Best outdoor photographs take prizes. 5-49, p. 27.



- YAWN PATROL** Best essay on "I Hate Contests Because..." gets prize. 5-49, p. 28.  
**FOR CHILDREN ONLY** Prize offered for drawing Wizard of Oz. 6-49, p. 28.  
**HOME FORUM** Listener's commercials win cash. 6-49, p. 28.  
**NAME MY PUPPY** Pedigreed pup prize for name. 6-49, p. 28.  
**QUEEN FOR A DAY** "Spring Fashion Queen" gets complete wardrobe. 6-49, p. 28.  
**ARE WE AMERICANS LOSING OUR BASIC FREEDOMS** Discussion winner gets 10-day trip. 6-49, p. 28.

**WDET SLOGAN** Writer of station slogan gets cash prize. 6-49, p. 29.

**TOP TUNE TIME** New songs given chance for success. 6-49, p. 29.

**MISS GREATER WASHINGTON** WWDC sponsors beauty contest. 6-49, p. 29.

**FISH CONTEST** Prize given for biggest fish. 6-49, p. 29.

**MAKE BELIEVE BALLROOM** Winning wine recipes get awards. 6-49, p. 29.

**WHY I LIKE AMERICA** Prizes given for best essay. 7-49, p. 22.

**LET'S HAVE FUN** Child gets prize for best phone answer. 7-49, p. 23.

**LOU STEELE CLUB 93** Amateur songwriters try for publication. 8-49, p. 29.

**SPELLING BEE** Newspaper-station joint promotion. 8-49, p. 31.

**DINNER WINNER** Radio phone game. 9-49, p. 18.

**SPORTINGLY YOURS** Guest fishermen try for prize. 9-49, p. 25.

**MEET REX DALE** Announcer identification brings cash prize. 9-49, p. 23.

**POLKA PATCH** Prize given for program name. 9-49, p. 26.

**DRESS UP QUIZ** Vacation awarded in jingle contest. 9-49, p. 26.

**NEWSCASTS** Sponsor wins prize for spots. 9-49, p. 26.

**VACATION IN BERMUDA** Vacation awarded to essay contest winner. 11-49, p. 16.



#### DRAMA

**BLACKSTONE MAGIC DETECTIVE** Mystery series features Blackstone the magician. 3-49, p. 22.

**MGM THEATER OF THE AIR** Film-studio ties-in with station. 4-49, p. 17.

**THIS IS THE STORY** Unusual anecdotes about well known people. 4-49, p. 26.

**HOLLYWOOD HERITAGE** Dealers happy over national show. 8-49, p. 8.

**CISCO KID SHOW** Show-product tie-in successful. 8-49, p. 16.

**INSIDE THE DOCTOR'S OFFICE** Drug firm sponsors medical show. 8-49, p. 22.

**DOCTOR'S ORDERS** Fifteen-minute daytimer becomes network production. 9-49, p. 6.

**TURNING THE PAGES** Book dramatizations and anecdotes. 9-49, p. 18.

**INSIDE THE DOCTOR'S OFFICE** Medical case histories dramatized. 9-49, p. 18.

**OPEN HOUSE** Family stars on slice-of-life show. 9-49, p. 19.

**CISCO KID SHOW** Bakery drivers don sombreros to promote show. 9-49, p. 21.

#### FARM SHOWS

**THE FARMER'S CHOICE** Neighbors select show participants. 2-49, p. 21.

**OVER THE GARDEN WALL** Experts discuss gardening problems. 2-49, p. 21.

**HOME AND GARDEN NEWS** Helpful hints for home gardeners. 6-49, p. 8.

**ROVING BANKER** Rural banker discusses farm problems. 6-49, p. 10.

**TOWN AND COUNTRY** Farm editor has 20 years in radio. 8-49, p. 29.

**WESTERN SLOPE FARM AND RANCH HOUR** Western variety show sells for eight local sponsors. 11-49, p. 18.

**TOWN DAY** Morning show salutes neighboring towns. 12-49, p. 4.

#### FORUM

**AMERICANS SPEAK UP** Free thinking and talking Americanism. 7-49, p. 21.

**FOR AND AGAINST** Two members of Congress take opposite sides. 9-49, p. 18.

**POLITICAL DEBATE** Philadelphia party leaders engage in word battle. 9-49, p. 22.

**PEOPLE'S CAMERA CLUB OF AIR** Experts discuss picture problems. 10-49, p. 17.

#### GENERAL ARTICLES

**BANKS ON THE AIR** By Daniel W. Hogan, Jr., Vice-President, City National Bank and Trust Co., Oklahoma City, Oklahoma. 3-49, p. 10.

**PUBLIC UTILITIES ADVERTISE** By Jan Gilbert, Radio-Television-Director, Harold Cabot Co., Inc., 3-49, p. 11.

#### HISTORICAL

**I CAN HEAR IT NOW** Features speeches of the past. 2-49, p. 20.

#### HUMAN RELATIONS

**BABY SITTER'S SERENADE** Helpful hints on baby-sitting. 2-49, p. 21.

**THIS IS GREATER LAWRENCE** Community learns about its neighbors. 3-49, p. 4.

**BABY TALK** Men discuss tiny tots. 3-49, p. 21.

**IT'S YOUR LIFE** Documentary discusses alcoholism. 3-49, p. 21.

**TENANT IN ACTION** D-J helps needy family. 9-49, p. 20.

**BARRY KAYE SHOW** Disk Jockey starts "65-Or-Over" club. 9-49, p. 22.

#### INTERVIEWS

**AT THE CROSSROADS** Housewife presents interesting personalities. 3-49, p. 17.

**WHO'S IN DENVER** Interviews conducted in hotel lobby. 5-49, p. 24.

**TWO AMERICANS IN PARIS** Announcer and wife visit French personalities. 5-49, p. 25.

**MR. AND MRS. TONY WEITZEL** Mr. and Mrs. team cover local gossip. 7-49, p. 20.

**AVIATION WORLD** Tape interviews with air-minded personalities. 8-49, p. 21.

**MEET THE BUS** MC talks with travelers. 8-49, p. 22.

**STRIETMANN STREET MAN** Sales result from man-on-street. 11-49, p. 12.

#### JUVENILE

**JDJ TIME** Eleven-year-old deejay wins audience. 1-49, p. 6.

**COUSIN KAY'S CORNER** Show features children's records. 1-49, p. 9.

**DAYS OF THE GIANTS** Drama written specially for the children. 1-49, p. 10.

**MAGIC IN MUSICLAND** Classics made easy for children. 2-49, p. 2.

**STORY PRINCESS** Children's author tells fairy tales. 3-49, p. 16.



**STRAIGHT ARROW** Adventure show dramatizing westward development. 3-49, p. 21.

**LET'S BE HAPPY** Show promotes young talent. 3-49, p. 22.

**THE MAGIC LADY SUPPER CLUB** Wins National Retail Dry Goods Association prize. 3-49, p. 28.

**TOM DAILY SHOW** Ranks high in educational value. 4-49, p. 16.

**FIREFIGHTERS** Program teaches fire prevention rules. 6-49, p. 2.

**PLAYTIME EXPRESS** Drama show presented for children. 6-49, p. 4.

**LET'S HAVE FUN** Mail pull shows 2600 pieces in five days. 6-49, p. 26.  
**STORYLAND** Kids participate on own program. 7-49, p. 2.  
**LET'S GROW UP SHOW** Mothers conduct pre-school program. 8-49, p. 21.  
**AUNT LOLLY'S STORYTELLING TIME** Kid show receives citation. 8-49, p. 28.  
**THE THREE CORNER SHOW** Slanted for children, seils homemakers. 9-49, p. 2.

#### MULTI-PROGRAM OPERATIONS

**JOSKE'S OF TEXAS** Three shows keep sponsor before public. 1-49, p. 20.  
**KMOX SATURDAY EVENING** Quiz Club, Hillbilly Hayride, Tomorrow's Talent, Mississippi Minstrels provide good vertical programming. 1-49, p. 24.  
**GADGET JURY** Panel selects new sponsor products. 2-49, p. 14.  
**COOPERATIVE RADIO ADVERTISING** Promotes shopping center. 4-49, p. 2.  
**B. F. GOODRICH SPOTS** Show marked increase in sales. 5-49, p. 10.  
**STATION PROMOTES NEW TOWERS** Spots and promotional tie-ins used. 7-49, p. 15.  
**HOLLYWOOD HERITAGE** Film star testimonials sell cameras. 8-49, p. 8.  
**TEST CAMPAIGN** Campaign directed for immediate results proves spot worth. 9-49, p. 5.  
**SHOE SALES BOOSTED** \$11.64 radio investment proves equivalent to \$100 in newspaper. 9-49, p. 9.  
**SECRET CONTEST WON BY STATION** Sponsor sends soup kitchen to staff. 9-49, p. 23.  
**RADIO ADS LAUNCH DENTIFRICE** Radio produces lasting results. 10-49, p. 18.



#### MUSIC

**DOWN IN VERNON'S ALLEY** Deejay mixes live-record talent. 1-49, p. 24.  
**BABY SITTER'S BALL** Pop music slanted at baby sitters. 1-49, p. 29.  
**LIGHT AND MELLOW** Music show wins ad trophy. 2-49, p. 8.  
**LIKE MUSIC** Listeners select week's top tunes. 2-49, p. 21.  
**MIDNIGHT DANCING PARTY** Listeners demand recalls D. J. 2-49, p. 27.  
**1400 CLUB** Disk Jockey lets audience read commercials. 3-49, p. 18.  
**RISE AND SHINE** Disc show for early risers. 3-49, p. 21.  
**THIS IS BING CROSBY** Transcribed series of singing star. 3-49, p. 22.  
**BILL WILLIAMS SHOW** Deejay features live talent. 3-49, p. 22.  
**THE EDDIE ARNOLD SHOW** Famous folk singer has own show. 3-49, p. 22.  
**ART HINETT AND COMPANY** Informality keynotes new series. 3-49, p. 23.  
**YOUR DATE WITH MUSIC** Record show has contest gimmick. 4-49, p. 4.  
**GOLDEN MELODIES** Mortuary builds good will. 5-49, p. 6.  
**CHUCK WAGON SERENADE** Teen age MC features hill-billy platters. 4-49, p. 8.  
**PLATTERS FOR YOUR PLEASURE** Telephone request show. 4-49, p. 14.  
**HOUSE PARTY TIME** Local houseparties saluted by D. J. 4-49, p. 17.  
**PLATTER PLAYHOUSE** Clever commercials liven disc show. 5-49, p. 15.  
**MEMORY TIME** Old songs bring listener approval. 5-49, p. 16.  
**THE SHOWCASE** Sponsor features own records. 5-49, p. 19.

**CHICAGOLAND SINGS** Institutional singers offer programs. 5-49, p. 25.  
**MUSICAL COCKTAIL** South American and string band music. 5-49, p. 25.  
**DR. FRANK SIMON** Concert band has weekly broadcast. 5-49, p. 26.  
**NIGHTS IN LATIN AMERICA** Authentic background brightens music show. 6-49, p. 16.  
**COMPOSERS VARIETIES** Direct returns prove high listenership. 6-49, p. 16.  
**MELODY LANE** Semi-classical takes spotlight. 6-49, p. 20.  
**THE WHITE ROSE TEA PARTY** Using Broadway hits and movie sound tracks. 6-49, p. 20.  
**MELODY MATINEE** Husband and wife stars air record show. 6-49, p. 20.  
**JAZZ SHOW** Slanted toward Negro audience. 6-49, p. 21.  
**THE PLATTER SHOP** Non-request show features planned musical sequence. 7-49, p. 6.  
**JUDGE RHYTHM** Bebop helps varied sponsors. 7-49, p. 9.  
**SONGS YOU ALL REMEMBER** Western singer changes his tune. 7-49, p. 18.  
**THE COSMOPOLITAN** Record show simulates club floor show. 7-49, p. 19.  
**MUSIC WHEN YOU WANT IT** Night show features classical music. 7-49, p. 20.  
**SONGS YOU LOVE TO HEAR** Show features live talent. 7-49, p. 26.  
**THE ED HURST SHOW** Show plugs new disks. 8-49, p. 12.  
**RONNIE PAIGE SHOW** New show inaugurated. 8-49, p. 22.  
**TAKE-A-BREAK** MC doubles on organ. 8-49, p. 22.  
**MARTY HOGAN SHOW** DJ features ad lib humor. 8-49, p. 22.  
**OUR MUSICAL HERITAGE** Response expands show two additional hours. 8-49, p. 29.  
**WOL DANCE REMOTE** MC interviews visiting celebs. 9-49, p. 18.  
**MILLION DOLLAR BALLROOM** New plan combines all music programs. 9-49, p. 21.  
**BANDWAGON** Live talent and record music combined. 9-49, p. 6.  
**PORTER'S SATURDAY MATINEE** Showmanship hypotes record sales. 9-49, p. 6.  
**LITTLE SYMPHONY** Department store promotes good will with local symphony. 11-49, p. 3.  
**1340 CLUB D. J.-Maestro** switch jobs. 11-49, p. 3.  
**MUSIC OF NEW ORLEANS** Negro show features jazz at its best. 12-49, p. 14.



#### NEWS

**WCBS NEWS** Clothing firm co-sponsors newscast. 2-49, p. 20.  
**THIS DAY** Newscast substitutes for daily newspaper. 4-49, p. 4.  
**COMMUNITY REPORTER** Local news builds market. 4-49, p. 12.  
**YOU AND YOUR HOME** Half-hour news program for women only. 4-49, p. 17.  
**COME ON AND HEAR** Two commentators discuss national events. 4-49, p. 17.  
**RELIGIOUS HEADLINES** Church activities highlighted. 5-49, p. 24.  
**JAMES ROOSEVELT SHOW** Weekly commentary on the news. 6-49, p. 17.  
**TOP O' THE MORNING** Featuring local newspaper managing editor. 6-49, p. 21.  
**THE VOICE OF ISRAEL** Bilingual foreign news show. 8-49, p. 26.



**KENNETH BANGHART** Candy manufacturer renews newscast for 52 weeks. 9-49, p. 26.  
**DON GODDARD'S NEWSCAST** Veteran newsmen promotes clothes and insurance. 11-49, p. 6.  
**NEIGHBORHOOD NEWS** Fifteen minute slot features news of clubs, churches, births, deaths and social events. 12-49, p. 12.

#### PUBLIC SERVICE

**SUNDAY DOWN SOUTH** Institutional promotion brings sponsor good-will. 1-49, p. 4.  
**OFFICIAL ANSWER** Show improves driving examinations. 1-49, p. 28.  
**CLUB 1300** Listeners send cards to crippled children. 2-49, p. 10.  
**KYOK LOCATES RELATIVES** Descriptions bring injured woman's family. 2-49, p. 26.  
**WHAT'S NEW** Cooperation with humane society finds homes for pets. 3-49, p. 14.  
**STORIES TO REMEMBER** Drama based on tolerance. 3-49, p. 20.  
**OUR SCHOOLS IN ACTION** Grand Rapids visits schools. 3-49, p. 21.



**FLINT TOWN TALK** Civic forum with giveaway. 3-49, p. 23.  
**WNAX OFFICIAL CONTACT POINT** Service to isolated areas. 3-49, p. 26.  
**WTAR NEWSCAST** Gives special highway information. 3-49, p. 26.  
**MARRIAGE FOR MILLIONS** True-life stories save doomed marriages. 3-49, p. 26.  
**SHOW TO HELP BLIND** Audience educated toward the blind. 3-49, p. 27.  
**SPOTLIGHT ON SALEM** Program interviews Oregon legislators. 3-49, p. 27.  
**AUTHOR MEETS CRITIC** 1000 new books obtained for hospitalized veterans. 3-49, p. 27.  
**LITTLE SONGS ON BIG SUBJECTS** Receives sixth award for advancing democratic idea. 3-49, p. 28.  
**CLUB 1300** WFBR collects \$45,000 in 2-week polio fund drive. 4-49, p. 11.  
**THE MAGIC BOOK** School listening series features historical drama. 4-49, p. 16.  
**MR. HEARTBEAT** Heart Association drive uses jingle contest. 4-49, p. 20.  
**INTERVIEW SERIES** Employee's problems subject of talk. 4-49, p. 21.  
**WNAX WINS AWARD** American Legion national radio citation. 4-49, p. 27.  
**CHILD'S WORLD** Children offer opinions on all subjects. 5-49, p. 4.  
**THIS IS GREATER LAWRENCE** Winner of annual Billboard award. 5-49, p. 18.  
**BARGAIN BROADCAST** Day's best buys offered listeners. 5-49, p. 22.  
**PUBLIC UTILITIES HEARING** Station gets initial broadcast. 5-49, p. 23.  
**POLICE BOYS CLUB CAMPAIGN** WOL gets credit for sparking campaign. 5-49, p. 23.  
**BLOOD DONOR APPEAL** One hundred calls in first half hour. 5-49, p. 23.  
**PLAN FOR BETTER LIVING** State service helps farm families. 5-49, p. 24.  
**THE DOCTOR LOOKS AT V. D.** Screen stars dramatize social problem. 5-49, p. 24.  
**EDUCATIONAL PROGRAMS** Produced by WEW and Board of Education. 5-49, p. 25.  
**CAREER CLINIC** Guest speaker discusses professions. 5-49, p. 25.  
**IT'S HAPPENING AT THE ZOO** Director of Zoo explains workings. 5-49, p. 26.  
**CANCER DRIVE** Station pulls \$16,000 in 13 hours. 6-49, p. 14.  
**THE ALBERMARLE CLASSROOM OF THE AIR** Schools compete on quiz program. 6-49, p. 21.

**STATION GETS SAFETY AWARD** WWJ receives Alfred P. Sloan award for Highway safety plus National Safety Council Award. 6-49, p. 24.  
**JUKE BOX SATURDAY NIGHT** Combatting juvenile delinquency. 6-49, p. 25.  
**T. N. T. SHOW** Campaign against luxury taxes. 6-49, p. 26.  
**LIFE IN ISRAEL** Descriptions of political and cultural life. 7-49, p. 19.  
**HEY BOB SHOW** KRNT wins National Safety Council Award for local program. 7-49, p. 25.  
**SHOWS DEVOTED TO CALIFORNIA** Local station plugs own region. 7-49, p. 25.  
**BULLDOG EDITION** Station gives U. S. E. S. bulletins. 7-49, p. 29.  
**KNOW YOUR SCHOOLS** School questions answered by panel. 8-49, p. 26.  
**BETSY KING** Eight-year-old D. J. has hour show. 8-49, p. 27.  
**STUDIO SCHOOLHOUSE SERIES** In-school listening shows win awards. 8-49, p. 28.  
**THEY CAN COME BACK** Anti-alcoholism show wins award. 8-49, p. 29.  
**IT PAYS TO PLAY SAFE** Prizes awarded to courteous motorists. 8-49, p. 30.  
**ORDERS OF THE DAY** Student traffic patrol briefed. 8-49, p. 32.  
**STATION WORKS FOR SLUM CLEARANCE** Planning committee and station discuss local problem. 9-49, p. 14.  
**THIS IS HARTFORD** Station promotes local employment. 9-49, p. 21.  
**INTERVIEW** Station broadcasts opening of liquor store. 9-49, p. 22.  
**STATION AIDS POLIO VICTIMS** Newscaster obtains two iron lungs. 9-49, p. 24.  
**SPORTCAST BRINGS AID** 150-call response to Red Barber appeal. 9-49, p. 24.  
**WANTED AND MISSING PERSONS** Televiewer nabs bad check artist. 9-49, p. 25.  
**FORESTS AFLAME** Fire prevention series wins citation. 9-49, p. 25.



#### QUIZ

**JUST FOR YOU** DeeJay calls homemakers—plays favorite songs. 1-49, p. 29.  
**BRING HOME THE BACON** Contestants try for "meaty" prizes. 3-49, p. 20.  
**I'LL BUY YOUR DINNER** Winning contestant gets free meal. 3-49, p. 20.  
**TUNE-O** Radio quiz uses special card. 3-49, p. 22.  
**TRY AND GET IT** Show uses gimmick to boost rating. 4-49, p. 9.  
**FIND THAT FORD** Commercials worked into song clues. 5-49, p. 14.  
**GUESS WHO** Listeners guess prominent citizen's voice. 6-49, p. 9.  
**FOUNTAIN OF FACTS** Switch show pits panel against experts. 6-49, p. 21.  
**NAME THAT TUNE** Correct answer gives chance at mystery tune. 7-49, p. 20.  
**PHONO-QUIZ** Emcee gives clues to contest tunes. 8-49, p. 14.  
**SPORTS FORUM.** Local sportsmen serve as board of experts. 8-49, p. 22.  
**MEET YOUR MATCH** Super Brain Twister pays \$5,000. 8-49, p. 29.  
**YOU CAN'T LOSE** Each contestant gets prize. 8-49, p. 30.

**LUNCHEON AT THE SHERATON** Questions based on news stories. 8-49, p. 30.  
**SPORTS FORUM** Visiting sports celebrities make up quiz panel. 8-49, p. 31.  
**MUSIC OF THE STARS** Listeners identify song fragments. 8-49, p. 31.  
**FREE FOR ALL** Contestant solves employment problem. 9-49, p. 23.  
**IT'S IN THE BOTTLE** Quiz show plugs milk firm. 10-49, p. 22.  
**RECALLIT AND WIN** Recalling old songs pays listeners prizes. 11-49, p. 14.  
**SING 'N' WIN** Sponsor makes yearly appearance on show. 12-49, p. 6.

#### SAFETY

**LISTEN AND LIVE** Police reports give safety tips. 3-49, p. 23.



#### SPORTS

**SHAEFFER FOOTBALL BROADCASTS** 22,000 letters follow seven announcements. 1-49, p. 30.  
**SKI REPORT** Station gives skiing conditions. 2-49, p. 21.  
**BILL BRUNDIGE SHOW** Two-way phone conversations with players in training camps. 5-49, p. 25.  
**KILOWATT KUTIES** Station promotes own girl's basketball team. 6-49, p. 6.  
**TODAY'S RACES** Transcribed races broadcast for afternoon workers. 6-49, p. 12.  
**YEAR-ROUND SPORTS** More than 100 play-by-plays offered. 6-49, p. 20.  
**BILL CAMPBELL** Recorded telephone interviews highlight show. 6-49, p. 24.  
**BASEBALL GAMES** Dairy sponsors Eastern League play-by-play. 7-49, p. 18.  
**WONDERLAND SPORTS AND NEWS REVIEW** Local expert gives sports commentary. 7-49, p. 19.  
**A DAY AT THE RACES** Broadcast direct from track. 7-49, p. 20.  
**HEY BOB SHOW** Station forms knothole gang. 9-49, p. 21.  
**HIGH SCHOOL FOOTBALL WKDN** play-by-play is community promotion. 12-49, p. 2.

#### TEEN-AGE

**YOUTH LOOKS AT THE NEWS** American-English kids compare notes. 8-49, p. 21.  
**SUMMER EDITION** Soft drink show slanted to special age level. 9-49, p. 20.

#### TELEVISION

**MAGAZINE OF THE WEEK** Test proves sales impact of TV fashions. 7-49, p. 25.

#### VARIETY

**GROUCHY GUS** Gloomy announcer sells used cars. 1-49, p. 8.  
**GOOD MORNING NEIGHBOR** Friendly show tells local and county information. 1-49, p. 24.  
**LEROY MILLER CLUB** Wake-up show usually sold out. 2-49, p. 4.

**MORNING IN MARYLAND** Brothers draw large response. 4-49, p. 10.  
**RECORD RACK** DeeJay plugs listeners original melodies. 5-49, p. 22.  
**MORNING IN MARYLAND** Brother disc jocks snowball request into promotion stunt. 7-49, p. 4.  
**START THE DAY WITH A SMILE** Man-wife write singing commercials. 7-49, p. 5.  
**POOLE'S PARADISE** Gags plug network shows. 7-49, p. 10.  
**BERT PEARL'S HAPPY GANG** Show has appeal in two countries. 7-49, p. 12.  
**THE SPOTLIGHT SHOW** Nightclub scene of broadcast. 8-49, p. 21.  
**EDDIE HILL SHOW** Five-weekly hill-billy variety lineup. 8-49, p. 22.  
**THE EDDIE NEWMAN SHOW** Disc-jockey baby-sits for listeners. 8-49, p. 26.  
**BREAKFAST IN HOLLYWOOD** Participates in historic celebration. 8-49, p. 26.  
**LAUNDRY PICK-UP TIME** Features give-aways of laundry service. 8-49, p. 28.  
**PAPPY'S PARTY** Small businesses gain benefits through disc show. 9-49, p. 10.  
**950 CLUB** Appeal to teen-agers sells variety of products. 9-49, p. 12.  
**THE HARMONY RANGERS** A. M. emcee turns singing cowboy. 9-49, p. 19.  
**DISTRICT MATINEE** 90-minute music and baseball results honors birthdays and other occasions. 9-49, p. 19.  
**THAT SANDMAN** Comedian platter-spinner in two hour slot. 9-49, p. 19.  
**EDDIE NEWMAN SHOW** Stay-up show spins people instead of records. 10-49, p. 16.  
**ART BROWN SHOW** Singing canary feature of three and one-half hour wake-up show. 10-49, p. 24.  
**SCHUNEMAN'S RED ROOSTER** Ayem show plugs department store specials. 11-49, p. 4.  
**FRED BENNETT SHOW** Wacky wake-up show features skits. 11-49, p. 9.

#### WOMEN

**BUD GUEST SHOW** Women's show draws steady audience. 1-49, p. 25.  
**BRIDE OF THE WEEK** Lucky bride-to-be gets cash prize. 2-49, p. 6.  
**PEARL BAUM SAYS** Commentator discusses everyday events. 2-49, p. 16.  
**THIS IS YOUR DAY** Folksy weather warning. 2-49, p. 20.  
**POLLY DAFFRON SHOW** Woman commentator describes foreign families. 3-49, p. 20.  
**LET'S HEAR NOW** Newspaper editor discusses personalities. 3-49, p. 23.  
**DOMESTIC DIARY** Show boosts sales for local merchants. 4-49, p. 15.  
**LUNCHEON WITH BAB LINCOLN AT THE MAYFLOWER** Fashion feature. 4-49, p. 16.  
**GET MORE OUT OF LIFE** Housekeeping hints sell sewing books. 4-49, p. 16.  
**KITCHEN KAPERS** Studio game livens women's A. M. show. 5-49, p. 2.  
**SIBLEY TOWER CLOCK TIME** Gets eighteenth annual renewal. 5-49, p. 19.  
**BUY IT BAKED** Promotion stresses bakery quality. 6-49, p. 5.  
**CLUB CALENDAR** Day's social events chronicled. 6-49, p. 15.  
**THE WOMEN'S VOICE** Beauty, charm, home decoration advice. 7-49, p. 2.  
**THE KITCHEN OF THE AIR** Female star draws on rich background. 7-49, p. 8.  
**HOUSEWIVES PROTECTIVE LEAGUE AND SUNRISE SALUTE** Panel-backed program protects homemakers' interests. 9-49, p. 16.  
**HOMEMAKER'S EXCHANGE** Phoned-in problems get phoned-in answers. 9-49, p. 19.  
**WHAT'S COOKING** Community social news and events. 9-49, p. 19.  
**CHEF MILANI SELLS FOOD** Recipe show promotes foods and markets. 11-49, p. 2.  
**COOKING SCHOOL OF THE AIR** Local foods cooked in studio kitchen. 11-49, p. 10.

## Daily Salute

(Continued from page 15)

Parish Schoolboard which has Plaquemine as its county seat wanted to float a bond issue, "Town Day" was used as a medium of direct contact. When the Denham Springs High School burned down, the "Town Day" program was used by various organizations from that area, to appeal for contributions of books and various aids to re-establish the school.

The Zachary Rotary Club used "Town Day" as the only medium to contact the people and offer them free a supply of D-D-T. Over 600 Zachary residents called on the appointed day for their supply.

Perhaps one of the most entertaining groups of guests ever to appear on the show were the young 4-H representatives who took a great deal of pride in standing in front of the WAFB microphone to tell of their triumphs and various projects. One young fellow, about ten years of age, in a soft-spoken southern French drawl, who had grown chickens as his project, informed the radio audience, "It pays. I tell you, it pays. I banked \$80 this year alone by raising those hens."

C. O. Dupuy, Secretary of the Plaquemine Chamber of Commerce, has personally conducted numerous outstanding guests to the WAFB Studios to appear on the "Town Day" programs. Earlier this year when the Cub Scouts conducted their annual Fathers' Day Races in Plaquemine, the young Scouts were guests on the "Town Day" program to incite interest in the event, and the WAFB microphones were on hand to give a detailed account of the races on the day they were held.

A recent "Town Day" guest from Plaquemine was comely Miss Willie Dupont, Sugar Queen of Iberville Parish who will represent her county at the annual Sugar Cane Festival in New Iberia, Louisiana, where it is held annually.

Simultaneous with the fabulous Mardi Gras Festival in New Orleans, is the celebration held on a smaller, but just as detailed scale, in New Roads. For months prior to this event, the citizens of this rustic village construct floats, create themes and make preparations for "Fat

Tuesday." "Town Day" was used to advertise this event, and on Mardi Gras Day, the WAFB microphones were on the scene to broadcast word pictures of the parade and the exciting moments when the King and Queen of Carnival were unveiled. Some of the events were broadcast direct, while others were wire recorded for re-play on the "Town Day" program.

The Denham Springs Glee Club spent three months preparing a special Christmas Program which was aired during the Denham Springs "Town Day" program before the holiday. More recently, Denham Springs used the "Town Day" program to build up interest in the Teen-Age Canteen which is in the process of organization.

Miss Jo Ann Elliott, who represented Louisiana in this year's Junior Miss America Contest, and who was one of the ten finalists, is from Gonzales. She appeared on the Gonzales "Town Day" show to give the people of her home town a resume of the events surrounding a national beauty contest.

The five towns that are on the "Town Day" programs have one and all made numerous contributions that show their interest in the program, and during the 16 months it has been a regular part of WAFB's schedule, there has hardly been one issue of the weekly papers printed that has not carried a story centering around "Town Day" or other WAFB activities, usually on the front page.

The station is always pleased to welcome visitors from these towns and courtesy announcements advertising Parish fairs and other local events are always included on the schedule.

Excellent public relations and station-sponsor coordination were in the foundation of the program, and therefore, it has been a creditable result. Those who participate before the microphones—Byron Davidson and Harvey Hyland and the "Town Day" guests, and the people behind the scenes—salesman Dick Gregory, Station Manager T. E. Gibbens and Program Director Max Fetty, the editors of the weekly papers, members of the rural civic organizations and the citizens in general, have all contributed enormously to the outstanding success of WAFB's "Town Day."



# YEAR-END INDEX

A quick index to what others have accomplished through radio during the course of the year, as reported in RS.



## APPLIANCES

### FEBRUARY

Sponsor: Gadget of the Month Club  
Station: KFWB, KTSL, Los Angeles, Cal.  
Program: Gadget Jury  
Department: Special Article, p. 14

### MARCH

Sponsor: Blackstone Washing Machine Corp.  
Station: WOR, New York, N. Y.  
Program: Blackstone Magic Detective  
Department: Airing the New, p. 22

### JUNE

Sponsor: Jefferson Radio & Electric Co.  
Station: WRRF, Washington, N. C.  
Program: Guess Who  
Department: Special Article, p. 9

Sponsor: General Electric Supply  
Station: KRNT, Des Moines, Iowa  
Program: Year Round Sports  
Department: Airing the New, p. 20

Sponsor: Beltone Co.  
Station: WCBS, New York, N. Y.  
Program: Starlight Salute—Participating  
Department: Johnny on the Spot, p. 22

### JULY

Sponsor: Beltone Co.  
Station: WMAQ, Chicago, Ill.  
Program: Early Bird  
Department: Johnny on the Spot, p. 29

### AUGUST

Sponsor: Cribben & Sexton—Universal Gas Range  
Station: WIND, Chicago, Ill.  
Program: Spots  
Department: Johnny on the Spot, p. 23



### SEPTEMBER

Sponsor: Philco Refrig. and Haynes Furniture Co.  
Station: WLOW, Norfolk, Va.  
Program: Weekend in Washington  
Department: Special Article, p. 2

Sponsor: Polk Appliances and Square Deal Furniture Co.  
Station: WKDN, Camden, N. J.  
Program: Polka Patch  
Department: Contest, p. 26

## ASSOCIATIONS

### JUNE

Sponsor: Junior League  
Station: WPDQ, Jacksonville, Fla.  
Program: Playtime Express  
Department: Special Article, p. 4

### JULY

Sponsor: Homebuilders Association of Allegheny County  
Station: WCAE, Pittsburgh, Pa.  
Program: Your Home  
Department: Airing the New, p. 20

### AUGUST

Sponsor: District Division, AAA  
Station: WWDG, Washington, D. C.  
Program: Orders of the Day  
Department: Special Article, p. 32



## AUTOMOTIVE

### JANUARY

Sponsor: Lawrence Byers Motor Co.  
Station: WCOV, Montgomery, Ala.  
Program: Grouchy Gus  
Department: Special Article, p. 8

### MARCH

Sponsor: Greater Detroit Plymouth Dealers Assoc.  
Station: WWJ, Detroit, Mich.  
Program: Listen and Live  
Department: Airing the New, p. 23

Sponsor: Chrysler Corporation  
Station: WJR, Detroit, Mich.  
Program: One Hour of Entertainment  
Department: Proof of the Pudding, p. 28

### APRIL

Sponsor: Quality Chevrolet Co.  
Station: WMAP, Monroe, N. C.  
Program: This Day  
Department: Special Article, p. 5

### MAY

Sponsor: B. F. Goodrich Co.  
Station: KDYL, Salt Lake City, Utah  
Program: Sports  
Department: Special Article, p. 11

Sponsor: J. C. Lewis Motor Co.  
Station: WSAV, Savannah, Ga.  
Program: Find that Ford  
Department: Special Article, p. 14

Sponsor: Marcus Motors, Inc.  
 Station: KOA, Denver, Colo.  
 Program: Who's in Denver  
 Department: Airing the New, p. 24

Sponsor: The Kaiser-Frazer Corp.  
 Station: KNX, Los Angeles, Cal.  
 Program: Spots  
 Department: Johnny on the Spot, p. 28

## JULY

Sponsor: Local Dealers  
 Station: WSNY, Schenectady, N. Y.  
 Program: Classified Used Car Column of the Air  
 Department: Airing the New, p. 19

Sponsor: Bakke Motor Co.  
 Station: KGVO, Missoula, Mont.  
 Program: The Cosmopolitan  
 Department: Airing the New, p. 19

Sponsor: Central Chevrolet Co.  
 Station: KNX, Los Angeles, Cal.  
 Program: Stars in the Morning—Segment  
 Department: Johnny on the Spot, p. 29

Sponsor: Chrysler Corp.  
 Station: WMAQ, Chicago, Ill.  
 Program: Spots  
 Department: Johnny on the Spot, p. 29

Sponsor: Hudson Motor Car Co.  
 Station: WMAQ, Chicago, Ill.  
 Program: Spots  
 Department: Johnny on the Spot, p. 29

## AUGUST

Sponsor: Grimes Motor Co.  
 Station: WSFA, Montgomery, Ala.  
 Program: Sports Forum  
 Department: Contests, p. 31

## DECEMBER

Sponsor: Sweat Motor Co.  
 Station: WALD, Waltersboro, S. C.  
 Program: Neighborhood News  
 Department: Special Article, p. 12.



## BAKERY

### MARCH

Sponsor: Adams Baking Co.  
 Station: WPAY, Portsmouth, Ohio  
 Program: 1400 Club  
 Department: Special Article, p. 18

### MAY

Sponsor: Kilpatrick's Bakery  
 Station: KQW, San Francisco, Cal.  
 Program: Kilpatrick's Stamp Man  
 Department: Airing the New, p. 24

### JUNE

Sponsor: Bakers of America—Illinois Bakers Assoc.  
 Station: WMBD, Peoria, Ill.  
 Program: Buy It Baked  
 Department: Special Article, p. 5

DECEMBER, 1949

## JULY

Sponsor: Gentle's Baking Co.  
 Station: WNAC, Boston, Mass.  
 Program: Talent Quest  
 Department: Airing the New, p. 19

## AUGUST

Sponsor: Interstate Bakeries, Inc.—Weber's Bread  
 Station: Various  
 Program: Cisco Kid Show  
 Department: Special Article, p. 16

Sponsor: Arnold Bakers Co.  
 Station: WNBC, New York, N. Y.  
 Program: Spots  
 Department: Johnny on the Spot, p. 23

Sponsor: Langendorf Baking Co.  
 Station: KROW, Oakland, Cal.  
 Program: Spots  
 Department: Johnny on the Spot, p. 23

## SEPTEMBER

Sponsor: Holsum Bakery Co.  
 Station: WKNA, Charleston, W. Va.  
 Program: Cisco Kid Show  
 Department: Showmanship in Action, p. 21

## OCTOBER

Sponsor: Arnold Bakers, Inc.  
 Station: WMCA, New York, N. Y.  
 Program: Spots  
 Department: Johnny on the Spot, p. 15



## BANKING

### JANUARY

Sponsor: First Federal Savings and Loan Association of Detroit  
 Station: WJR, Detroit, Mich.  
 Program: Bud Guest Show  
 Department: Airing the New, p. 25

### FEBRUARY

Sponsor: Suffolk First Federal Savings and Loan Association  
 Station: WCOP, WCOP-FM, Boston, Mass.  
 Program: I Can Hear It Now  
 Department: Airing the New, p. 20

### JUNE

Sponsor: Alamo National Bank  
 Station: WOAI, San Antonio, Tex.  
 Program: Roving Banker  
 Department: Special Article, p. 10

### AUGUST

Sponsor: Coast Federal Savings and Loan Assn.  
 Station: KNX, Los Angeles, Cal.  
 Program: Spots  
 Department: Johnny on the Spot, p. 23

## BEVERAGES

### JANUARY

Sponsor: White Rock Corp.  
 Station: WCOP, WCOP-FM, Boston, Mass.  
 Program: Spots  
 Department: Johnny on the Spot, p. 19

Sponsor: Dr. Pepper  
 Station: KLIF, Dallas, Tex.  
 Program: Simulated Baseball Broadcast  
 Department: Johnny on the Spot, p. 19

#### FEBRUARY

Sponsor: Regal Amber Brewing Co.  
 Station: KNBC, San Francisco, Cal.  
 Program: Light and Mellow  
 Department: Special Article, p. 8

#### APRIL

Sponsor: Cliquot Club Distributors and Kramer Beverage Co.  
 Station: WMID, Atlantic City, N. J.  
 Program: House Party Time  
 Department: Airing the New, p. 17

Sponsor: F. & M. Shaefer Brewing Co.  
 Station: WHDH, Boston, Mass.  
 Program: Spots  
 Department: Johnny on the Spot, p. 26

#### MAY

Sponsor: Pittsburgh Brewing Corp.  
 Station: KDKA, Pittsburgh, Pa.  
 Program: Memory Time  
 Department: Special Article, p. 16

Sponsor: Spatola Wines  
 Station: WFIL, Philadelphia, Pa.  
 Program: Musical Cocktail  
 Department: Airing the New, p. 25

#### JUNE

Sponsor: Glucstite Brewing Co.  
 Station: WIND, Chicago, Ill.  
 Program: Jazz Show  
 Department: Airing the New, p. 21

Sponsor: Peter Fox Brewing Co.  
 Station: WMAQ, Chicago, Ill.  
 Program: Spots  
 Department: Johnny on the Spot, p. 22



Sponsor: Pepsi-Cola Co.  
 Station: WCBS, New York, N. Y.  
 Program: Jack Sterling—participating  
 Department: Johnny on the Spot, p. 22

Sponsor: Cott Beverage Co.  
 Station: WELI, New Haven, Conn.  
 Program: Juke Box Saturday Night  
 Department: Showmanship in Action, p. 25

#### SEPTEMBER

Sponsor: Royal Crown Cola  
 Station: WLOW, Norfolk, Va.  
 Program: Summer Edition  
 Department: Showmanship in Action, p. 20

#### OCTOBER

Sponsor: Sick's Seattle Brewing and Malting Co.  
 Station: Various  
 Program: Spots  
 Department: Johnny on the Spot, p. 15

#### DECEMBER

Sponsor: American Brewing Company  
 Station: WTPS, New Orleans, La.  
 Program: Music of New Orleans  
 Department: Special Article, p. 14

#### BUS COMPANIES

#### FEBRUARY

Sponsor: Greyhound Lines  
 Station: CKRC, Winnipeg and CFCN, Calgary, Canada  
 Program: Highways of Melody  
 Department: Proof of the Pudding, p. 27

#### BUSINESS ASSOCIATIONS

#### OCTOBER

Sponsor: Cooperating Local Industry  
 Station: WAND, Canton, Ohio  
 Program: Christmas Package  
 Department: Special Article, p. 14

#### CAMERAS

#### FEBRUARY

Sponsor: DeJur and Amsco Corp.  
 Station: WNEW, New York, N. Y.  
 Program: The Milkman's Matinee—segment  
 Department: Contests, p. 22

#### AUGUST

Sponsor: Bell & Howell Co.  
 Station: Various  
 Program: Hollywood Heritage  
 Department: Special Article, p. 8

#### CARPET CLEANERS

#### SEPTEMBER

Sponsor: J. & J. W. Williams, Inc.  
 Station: WQXR, New York, N. Y.  
 Program: Spots  
 Department: Johnny on the Spot, p. 27



#### CLOTHING

#### FEBRUARY

Sponsor: Howard Clothes, Inc.  
 Station: WCBS, New York, N. Y.  
 Program: News  
 Department: Airing the New, p. 20

Sponsor: Adam Hat Co.  
 Station: WMGM, New York, N. Y.  
 Program: Lanny & Ginger Grey—segment  
 Department: Johnny on the Spot, p. 28

#### MARCH

Sponsor: Pacific Mills, Inc.  
 Station: WLAW, Lawrence, Mass.  
 Program: This Is Greater Lawrence  
 Department: Special Article, p. 4

Sponsor: Morris Sachs & Co.  
 Station: WENR, Chicago, Ill.  
 Program: Morris Sachs Amateur Hour  
 Department: Special Article, p. 8

Sponsor: Lowell & Bradfield, Furrirs  
 Station: KTLA, Hollywood, Cal.  
 Program: Magazine of the Week—segment  
 Department: Special Article, p. 25

#### APRIL

Sponsor: Marclay, Inc.  
 Station: KYW, Philadelphia, Pa.  
 Program: Home Forum  
 Department: Contests, p. 20



Sponsor: Handmacher-Vogel  
 Station: WNET, New York, N. Y.  
 Program: Spots  
 Department: Johnny on the Spot, p. 25

Sponsor: Charles A. Eaton Co.  
 Station: WNET, New York, N. Y.  
 Program: Spots  
 Department: Johnny on the Spot, p. 25

**MAY**  
 Sponsor: Pacific Mills  
 Station: WLAW, Lawrence, Mass.  
 Program: This Is Greater Lawrence  
 Department: Proof of the Pudding, p. 18

**JUNE**  
 Sponsor: Marclay, Inc.  
 Station: KYW, Philadelphia, Pa.  
 Program: Music Box  
 Department: Proof of the Pudding, p. 16

Sponsor: Melville Shoe Corp.  
 Station: KYW, Philadelphia, Pa.  
 Program: Musical Clock—segment  
 Department: Proof of the Pudding, p. 16

Sponsor: Union Outfitting Co.  
 Station: WHAM, Rochester, N. Y.  
 Program: You Can Be a Star  
 Department: Proof of the Pudding, p. 17

**AUGUST**  
 Sponsor: National Shoe, Inc., and Robert Hall  
 Clothes  
 Station: WINS, New York, N. Y.  
 Program: The Three Corner Club  
 Department: Special Article, p. 2

**NOVEMBER**  
 Sponsor: Robert Hall Clothes  
 Station: WINS, New York, N. Y.  
 Program: Don Goddard Newscast  
 Department: Special Article, p. 6

#### CONTAINER COMPANY

**AUGUST**  
 Sponsor: Pacific Can Co.  
 Station: KROW, Oakland, Cal.  
 Program: Spots  
 Department: Johnny on the Spot, p. 23

#### COSMETICS

**JUNE**  
 Sponsor: Helena Rubinstein  
 Station: WQXR, New York, N. Y.  
 Program: Composers Varieties  
 Department: Proof of the Pudding, p. 16

Sponsor: Proctor & Gamble—Shasta Shampoo  
 Station: WMAQ, Chicago, Ill.  
 Program: The Hometowners—segment  
 Department: Johnny on the Spot, p. 22



#### DAIRY PRODUCTS

**JANUARY**  
 Sponsor: National Dairy Products  
 Station: ABC Network  
 Program: Dorothy Dix Program  
 Department: Airing the New, p. 25

**JUNE**  
 Sponsor: Ricciardi Co., Inc.  
 Station: WQXR, New York, N. Y.  
 Program: Luncheon Concert  
 Department: Proof of the Pudding, p. 17

**JULY**  
 Sponsor: Bryant & Chapman Dairy  
 Station: WONS, Hartford, Conn.  
 Program: Baseball Games  
 Department: Airing the New, p. 18

**SEPTEMBER**  
 Sponsor: Bowey's, Inc., Dari-Rich Toppings  
 Station: WCOP, Boston, Mass.  
 Program: Dinner Winner  
 Department: Airing the New, p. 18

**OCTOBER**  
 Sponsor: Zeuger Milk Co.  
 Station: WPGH, Pittsburgh, Pa.  
 Program: It's In the Bottle  
 Department: Special Article, p. 22



#### DEPARTMENT STORES

**JANUARY**  
 Sponsor: Joske's of Texas  
 Station: KTSA, San Antonio, Tex.  
 Program: Farm and Ranch Reporter; Good Morning Show; For the Ladies  
 Department: Special Article, p. 20

Sponsor: Maison Blanche  
 Station: WWL, New Orleans, La.  
 Program: Tomorrow's Citizens  
 Department: Airing the New, p. 25

**MARCH**  
 Sponsor: ZCMI Department Store  
 Station: KSL, Salt Lake City, Utah  
 Program: Story Princess  
 Department: Special Article, p. 16

Sponsor: Goldblatt's Department Store  
 Station: WGN, Chicago, Ill.  
 Program: Let's Have Fun  
 Department: Contests, p. 24

Sponsor: Lit Brothers Department Store  
 Station: WFIL, Philadelphia, Pa.  
 Program: The Magic Lady Supper Club  
 Department: Proof of the Pudding, p. 28

**APRIL**  
 Sponsor: Delaware Park Shopping Center  
 Station: WBEN, WEBR, Buffalo, N. Y.  
 Program: Spots  
 Department: Special Article, p. 2

Sponsor: The Hecht Co.  
 Station: WGAY, Silver Springs, Md.  
 Program: Community Reporter  
 Department: Special Article, p. 12

Sponsor: Jelleff's  
 Station: WOL, Washington, D. C.  
 Program: Luncheon with Bab Lincoln at the Mayflower  
 Department: Airing the New, p. 16

#### MAY

Sponsor: Sibley-Lindsay-Curr & Co.  
 Station: WHAM, Rochester, N. Y.  
 Program: Sibley Tower Clock Time  
 Department: Proof of the Pudding, p. 19

Sponsor: N. Snellenburg & Co.  
 Station: KYW, Philadelphia, Pa.  
 Program: Jump-Jump of Holiday House  
 Department: Proof of the Pudding

#### JULY

Sponsor: Lit Brothers Department Store  
 Station: WFIL, Philadelphia, Pa.  
 Program: Magic Lady  
 Department: Proof of the Pudding, p. 26

#### SEPTEMBER

Sponsor: Gordon's Department Store  
 Station: WGN, Chicago, Ill.  
 Program: Dress Up Quiz  
 Department: Contests, p. 26

#### OCTOBER

Sponsor: O. J. Morrison's Department Store  
 Station: WHAR, Clarksburg, W. Va.  
 Program: Santa Claus Show  
 Department: Special Article, p. 2

Sponsor: Emery Bird Thayer Co.  
 Station: WDAF, Kansas City, Mo.  
 Program: The Christmas Adventures of Cuddles and Tucky  
 Department: Special Article, p. 8

#### NOVEMBER

Sponsor: McCurdy & Co.  
 Station: WHAM, Rochester, N. Y.  
 Program: Little Symphony  
 Department: Special Article, p. 3

Sponsor: Schuneman's Department Store  
 Station: WDGY, Minneapolis-St. Paul, Minn.  
 Program: Schuneman's Red Rooster  
 Department: Special Article, p. 4

#### DRUG PRODUCTS

#### FEBRUARY

Sponsor: Rexall Drug Co.  
 Station: Various Canadian  
 Program: Spots  
 Department: Johnny on the Spot, p. 28

#### MARCH

Sponsor: Groves Laboratory Products  
 Station: KSO, Salt Lake City, Utah  
 Program: At the Crossroads  
 Department: Special Article, p. 17

#### JUNE

Sponsor: Savon Drug Co.  
 Station: KNX, Los Angeles, Cal.  
 Program: Spots  
 Department: Johnny on the Spot, p. 22

Sponsor: J. B. Roerig & Co., Inc.  
 Station: WCBS, New York, N. Y.  
 Program: Hits and Misses—participating  
 Department: Johnny on the Spot, p. 22

Sponsor: Proctor & Gamble  
 Station: WMAQ, Chicago, Ill.  
 Program: Spots  
 Department: Johnny on the Spot, p. 23

#### JULY

Sponsor: The Owl Rexall Stores  
 Station: KMPC, Los Angeles, Cal.  
 Program: The Women's Voice  
 Department: Special Articles, p. 2.



Sponsor: McKesson & Robbins  
 Station: KNX, Los Angeles, Cal.  
 Program: Spots  
 Department: Johnny on the Spot, p. 29

#### SEPTEMBER

Sponsor: Murine Co.  
 Station: WQXR, New York, N. Y.  
 Program: Spots  
 Department: Johnny on the Spot, p. 27

#### OCTOBER

Sponsor: Participating National Mfgs.  
 Station: WPEN, Philadelphia, Pa.  
 Program: Eddie Newman Show  
 Department: Special Article, p. 16

Sponsor: Block Drug Firm  
 Station: Network & Various  
 Program: Burns & Allen and Spots  
 Department: Special Article, p. 18

#### NOVEMBER

Sponsor: Participating  
 Station: WPEN, Philadelphia, Pa.  
 Program: Fred Bennett Show  
 Department: Special Article, p. 9

#### FARM EQUIPMENT

#### JANUARY

Sponsor: Black's Poultry Co.  
 Station: WDSC, Dillon, S. C.  
 Program: Spots  
 Department: Special Article, p. 12

#### JUNE

Sponsor: Participating  
 Station: WCOP, Boston  
 Program: Home and Garden News  
 Department: Special Article, p. 8

#### NOVEMBER

Sponsor: Participating  
 Station: KFXJ, Grand Junction, Colo.  
 Program: Western Slope Farm and Ranch Hour  
 Department: Special Article, p. 18



## FLORISTS

### JULY

Sponsor: Allied Florists Association of Illinois  
 Station: WMAQ, Chicago, Ill.  
 Program: Spot  
 Department: Johnny on the Spot, p. 29

## FOOD

### JANUARY

Sponsor: Norfolk Independent Food Dealers Assn.  
 Station: WLOW, Norfolk, Va.  
 Program: Swap Shop  
 Department: Special Article, p. 14

Sponsor: Sattler's Food Fair  
 Station: Five Buffalo, N. Y.  
 Program: Food Fair Opening  
 Department: Special Article, p. 16

### FEBRUARY

Sponsor: Bensdorp Importers, Inc.  
 Station: WCOP, WCOP-FM, Boston, Mass.  
 Program: Young Timers Club  
 Department: Airing the New, p. 21

### MARCH

Sponsor: Participating  
 Station: WMGM, New York, N. Y.  
 Program: Breakfast at the Brass Rail  
 Department: Special Article, p. 12

Sponsor: Tantleff Beef Co.  
 Station: WNJR, Newark, N. J.  
 Program: Bring Home the Bacon  
 Department: Airing the New, p. 20

Sponsor: National Biscuit Co.—Shredded Wheat  
 Station: WGN, Chicago, Ill.  
 Program: Straight Arrow  
 Department: Airing the New, p. 21

Sponsor: The Vacuum Foods Corp.  
 Station: WCAE, Pittsburgh, Pa.  
 Program: This Is Bing Crosby  
 Department: Airing the New, p. 22

Sponsor: International Milling Co.  
 Station: KDKA, Pittsburgh, Pa.  
 Program: The Eddie Arnold Show  
 Department: Airing the New, p. 22

### MAY

Sponsor: Participating  
 Station: WIP, Philadelphia, Pa.  
 Program: Kitchen Kapers  
 Department: Special Article, p. 2

### JUNE

Sponsor: Peter Eckrich & Sons, Inc.  
 Station: WJEF, Grand Rapids, Mich.  
 Program: Firefighters  
 Department: Special Article, p. 2

Sponsor: Participating  
 Station: KMPC, Los Angeles, Cal.  
 Program: Chef Milani  
 Department: Proof of the Pudding, p. 17

Sponsor: White Rose Tea Co.  
 Station: WNEW, New York, N. Y.  
 Program: The White Rose Tea Party  
 Department: Airing the New, p. 20

Sponsor: United Fruit Co.  
 Station: WQXR, New York, N. Y.  
 Program: Luncheon Concert: Music for the Theater  
 Department: Airing the New, p. 21

Sponsor: Hunt Foods, Inc.  
 Station: WCBS, New York, N. Y.  
 Program: Housewives Protective League  
 Department: Johnny on the Spot, p. 22

Sponsor: Ward Baking Co.  
 Station: WMAQ, Chicago, Ill.  
 Program: Spots  
 Department: Johnny on the Spot, p. 23

Sponsor: W. F. McLaughlin & Co.  
 Station: WMAQ, Chicago, Ill.  
 Program: Spots  
 Department: Johnny on the Spot, p. 22

### JULY

Sponsor: Participating National Advertisers  
 Station: WFBM, Indianapolis, Ind.  
 Program: Kitchen of the Air  
 Department: Special Article, p. 8

Sponsor: Local and National Advertisers  
 Station: WHTN, Huntington, W. Va.  
 Program: Morning Recess  
 Department: Proof of the Pudding, p. 26

Sponsor: Armour & Co.  
 Station: WMAQ, Chicago, Ill.  
 Program: Town & Farm—segment  
 Department: Johnny on the Spot, p. 29

Sponsor: The Kellogg Co.  
 Station: KNX, Los Angeles, Cal.  
 Program: Spots  
 Department: Johnny on the Spot, p. 29



### AUGUST

Sponsor: Omega Flour Co.  
 Station: WMPS, Memphis, Tenn.  
 Program: Eddie Hill Show  
 Department: Airing the New, p. 22

### SEPTEMBER

Sponsor: Campbell's Soup Co.  
 Station: WPAY, Portsmouth, Ohio, and Network  
 Program: Club 15 and Edward R. Murrow  
 Department: Proof of the Pudding, p. 23



Sponsor: Fisher Flour & Mills Co.  
 Station: KOMO, Seattle, Wash.  
 Program: Newscasts  
 Department: Contests, p. 26

Sponsor: Peter Paul, Inc.  
 Station: WNBC, New York, N. Y.  
 Program: Kenneth Banghart  
 Department: Contests, p. 26

#### NOVEMBER

Sponsor: American Beauty Macaroni; Dolly Adams  
 Brand Syrup  
 Station: KMPC, Los Angeles, Cal.  
 Program: Chef Milani  
 Department: Special Article, p. 2

Sponsor: Cooperative  
 Station: WGFA, Bethlehem, Pa.  
 Program: Cooking School of the Air  
 Department: Special Article, p. 10

Sponsor: Strietmann Biscuit Co.  
 Station: WTAR, Norfolk, Va.  
 Program: Strietmann Street Man  
 Department: Special Article, p. 12

Sponsor: Blanton Company and Ward Baking Co.  
 Station: KWK, St. Louis, Mo.  
 Program: Recallit and Win  
 Department: Special Article, p. 14

#### FURNITURE

##### JANUARY

Sponsor: Knoxville Furniture Dealers Association  
 Station: WNOX, Knoxville, Tenn.  
 Program: Sunday Down South  
 Department: Special Article, p. 4

Sponsor: Henson's Furniture Co.  
 Station: WCOH, Newnan, Ga.  
 Program: J. D. J. Time  
 Department: Special Article, p. 6

Sponsor: Gross Brothers  
 Station: KROW, Oakland, Cal.  
 Program: Down in Vernon's Alley  
 Department: Airing the New, p. 24

##### FEBRUARY

Sponsor: Michael J. Sullivan Furniture Co.  
 Station: WLAW, Lawrence, Mass.  
 Program: Bride of the Week  
 Department: Special Article, p. 6

##### MAY

Sponsor: Star Furniture Co.  
 Station: KEX, Portland, Ore.  
 Program: Stars of Tomorrow  
 Department: Special Article, p. 4

##### DECEMBER

Sponsor: Little Potts Furniture Store  
 Station: WFBR, Baltimore, Maryland.  
 Program: Sing 'n' Win  
 Department: Special Article, p. 6.



#### GROCERY

##### FEBRUARY

Sponsor: Wyoming Trading Post Piggly-Wiggly Store  
 Station: KFBC, Cheyenne, Wyo.  
 Program: The Mystery Man  
 Department: Contests, p. 23

##### JUNE

Sponsor: The A. & P. Tea Co.  
 Station: WCB, New York, N. Y.  
 Program: Margaret Arlen Program—participating  
 Department: Johnny on the Spot, p. 22

##### JULY

Sponsor: The Kroger Co.  
 Station: KMOX, St. Louis, Mo.  
 Program: Editor's Daughter; Hearts in Harmony; Linda's First Love  
 Department: Proof of the Pudding, p. 26

##### AUGUST

Sponsor: Brentwood Country Mart  
 Station: Various  
 Program: Participations  
 Department: Johnny on the Spot, p. 23

##### NOVEMBER

Sponsor: Economy Stores, Inc.  
 Station: WLOW, Norfolk, Va.  
 Program: Vacation in Bermuda  
 Department: Special Article, p. 16

#### HARDWARE

##### MAY

Sponsor: The Modgelin Co.  
 Station: KNX, Los Angeles, Cal.  
 Program: Housewives Protective League—participating  
 Department: Contests, p. 27

##### JULY

Sponsor: Richards & Associates  
 Station: WMAQ, Chicago, Ill.  
 Program: Early Bird  
 Department: Johnny on the Spot, p. 29

##### AUGUST

Sponsor: Scott Hardware Co.  
 Station: WCCM, Lowell, Mass.  
 Program: Phono-Quiz  
 Department: Special Article, p. 14



#### INSURANCE

##### AUGUST

Sponsor: Prudential Insurance Co.  
 Station: Various  
 Program: Spots and Chain Breaks  
 Department: Johnny on the Spot, p. 23

##### NOVEMBER

Sponsor: Metropolitan Life Insurance Co.  
 Station: WINS, New York, N. Y.  
 Program: Don Goddard Newscast  
 Department: Special Article, p. 6

## JEWELERS

### FEBRUARY

Sponsor: Ronson Art Metal Works, Inc.  
Station: WGN, Chicago, Ill.  
Program: Like Music  
Department: Airing the New, p. 21

### APRIL

Sponsor: B. B. Pen Co.  
Station: WNBZ, New York, N. Y.  
Program: Spots  
Department: Johnny on the Spot, p. 25

### JUNE

Sponsor: Longines-Wittnauer Watch Co.  
Station: WQXR, New York, N. Y.  
Program: Baseball Spots  
Department: Johnny on the Spot, p. 22

### JULY

Sponsor: Tourneau Watches  
Station: WQXR, New York, N. Y.  
Program: The Diamond Horseshoe  
Department: Proof of the Pudding, p. 26

### OCTOBER

Sponsor: Embassy Co.  
Station: WMCA, New York, N. Y.  
Program: Mr. and Mrs. Music—segment  
Department: Johnny on the Spot, p. 15

## LAUNDRIES

### MAY

Sponsor: Automatic Laundry Association  
Station: KMPC, Los Angeles, Cal.  
Program: Lois January Show  
Department: Airing the New, p. 25

### AUGUST

Sponsor: Chicago Laundry Owners' Association  
Station: WBBM, Chicago, Ill.  
Program: Laundry Pick-up Time  
Department: Proof of the Pudding, p. 28



## MOTION PICTURES

### APRIL

Sponsor: Metro-Goldwyn-Mayer  
Station: WMGM, New York, N. Y.  
Program: MGM Theater of the Air, and Other  
Hollywood Features  
Department: Airing the New, p. 17

### AUGUST

Sponsor: Republic Films  
Station: WINS, New York, N. Y.  
Program: Spots  
Department: Johnny on the Spot, p. 23

## MORTUARY

### APRIL

Sponsor: Joseph William Taylor Memorial Mortuary  
Station: KDYL, Salt Lake City, Utah  
Program: Golden Melodies  
Department: Special Article, p. 6

## PAINT

### APRIL

Sponsor: Stallworth Pine Products Co.  
Station: WABB, Mobile, Ala.  
Program: Try and Get It  
Department: Special Article, p. 9

## PARTICIPATION

### JANUARY

Sponsor: National  
Station: Columbia Pacific Network  
Program: Meet the Missus  
Department: Special Article, p. 2



### FEBRUARY

Sponsor: Local and National  
Station: WFIL, Philadelphia, Pa.  
Program: LeRoy Miller Club  
Department: Special Article, p. 4

Sponsor: Local  
Station: WHBS, Huntsville, Ala.  
Program: The Magic Word  
Department: Special Article, p. 12

Sponsor: Local and National  
Station: WCSC, Charleston, S. C.  
Program: Pearl Baum Says  
Department: Special Article, p. 16

### MARCH

Sponsor: Local  
Station: KILQ, Grand Forks, N. D.  
Program: Biographical Brain Testers  
Department: Special Article, p. 6

Sponsor: Local  
Station: KITE, San Antonio, Tex.  
Program: Sixty Silver Minutes  
Department: Contests, p. 25

### APRIL

Sponsor: Local  
Station: WJEF, Grand Rapids, Mich.  
Program: Your Date with Music  
Department: Special Article, p. 4

Sponsor: Local  
Station: WTAR, Norfolk, Va.  
Program: Chuck Wagon Serenade  
Department: Special Article, p. 8

Sponsor: Local  
Station: WCSI, WCSI-FM, Columbus, Ohio  
Program: Platters for Your Pleasure  
Department: Special Article, p. 14

Sponsor: Local  
Station: KFXJ, Grand Junction, Colo.  
Program: Domestic Diary  
Department: Special Article, p. 15

## MAY

Sponsor: Local  
Station: WHAV, Haverhill, Mass.  
Program: Platter Playhouse  
Department: Special Article, p. 15

Sponsor: Local and National  
Station: KMPC, Los Angeles, Cal.  
Program: Bargain Broadcast  
Department: Johnny on the Spot, p. 28

## JULY

Sponsor: National  
Station: WMGM, New York, N. Y.  
Program: Start the Day with a Smile  
Department: Special Article, p. 5

Sponsor: Local  
Station: WTOB, Winston Salem, N. C.  
Program: The Platter Shop  
Department: Special Article, p. 7

Sponsor: Local  
Station: WPGA, Chester, Pa.  
Program: Judge Rhythm  
Department: Special Article, p. 9

## AUGUST

Sponsor: Local  
Station: KATE, Albert Lea, Minn.  
Program: Bandwagon  
Department: Special Article, p. 4

Sponsor: Local and National  
Station: WPEN, Philadelphia, Pa.  
Program: The Ed Hurst Show  
Department: Special Article, p. 12

## SEPTEMBER

Sponsor: Local  
Station: WAFB, Baton Rouge, La.  
Program: Pappy's Party  
Department: Special Article, p. 10

Sponsor: Local and National  
Station: WPEN, Philadelphia, Pa.  
Program: 950 Club  
Department: Special Article, p. 12

Sponsor: Local and National  
Station: KNX, Los Angeles, Cal.  
Program: Housewives Protective League and Sunrise Salute  
Department: Special Article, p. 16

## DECEMBER

Sponsor: Local  
Station: WKDN, Camden, N. J.  
Program: Local Football Play-by-play  
Department: Special Article, p. 2.

## DECEMBER

Sponsor: Local  
Station: WAFB, Baton Rouge, Louisiana  
Program: Town Day  
Department: Special Article, p. 4.

## DECEMBER

Sponsor: Local and national  
Station: WTOP, AM and FM, Washington, D. C.  
Program: Factfinder  
Department: Special Article, p. 8.

## PHARMACEUTICAL

### AUGUST

Sponsor: Continental Pharmaceutical Corp.  
Station: WNBC, New York, N. Y.  
Program: Inside the Doctor's Office  
Department: Airing the New, p. 22

### SEPTEMBER

Sponsor: Blanding & Blanding, Inc.  
Station: WEAN, Providence, R. I.  
Program: Doctor's Orders  
Department: Special Article, p. 6



## POWER AND LIGHT

### JANUARY

Sponsor: Public Service Co. of Indiana  
Station: WCSI-FM, Columbus, Ind.  
Program: Spot  
Department: Johnny on the Spot, p. 19

### AUGUST

Sponsor: Consolidated Edison Co.  
Station: WINS, New York, N. Y.  
Program: Spot  
Department: Johnny on the Spot, p. 23

### OCTOBER

Sponsor: Consolidated Edison Co.  
Station: WMCA, New York, N. Y.  
Program: Spot  
Department: Johnny on the Spot, p. 15

## PUBLISHERS

### JANUARY

Sponsor: Crowell-Collier Publishing Co.  
Station: WMAQ, Chicago, Ill.  
Program: Spot  
Department: Johnny on the Spot, p. 19

Sponsor: P. J. Kennedy & Sons  
Station: WFIL-TV, Philadelphia, Pa.  
Program: Spot  
Department: Johnny on the Spot, p. 19



### APRIL

Sponsor: Greystone Press  
Station: KYW, Philadelphia, Pa.  
Program: Do It Yourself Club  
Department: Airing the New, p. 16

Sponsor: William Wise Publishing Co.  
Station: KYW, Philadelphia, Pa.  
Program: Get More Out of Life  
Department: Airing the New, p. 16



## JUNE

Sponsor: Daily Racing Form  
Station: WMGM, New York, N. Y.  
Program: Today's Races  
Department: Special Article, p. 12

## AUGUST

Sponsor: Curtis Circulation Co.  
Station: KROW, Oakland, Cal.  
Program: Spots  
Department: Johnny on the Spot, p. 23

Sponsor: New York Times Co.  
Station: WQXR, New York, N. Y.  
Program: Symphony Hall; Hour of Musical Heritage  
Department: Proof of the Pudding, p. 29

Sponsor: Washington Daily News—Scripps-Howard Newspapers  
Station: WOL, Washington, D. C.  
Program: Spelling Bee  
Department: Contests, p. 31

## SEPTEMBER

Sponsor: Doubleday & Co.  
Station: WQXR, New York, N. Y.  
Program: Morning Melodies  
Department: Johnny on the Spot, p. 27

### RACING ASSOCIATION

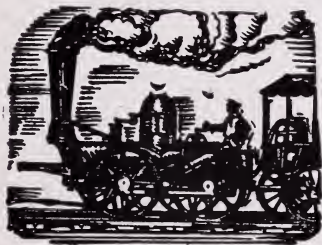
## JUNE

Sponsor: Westchester Racing Association  
Station: WCBS, New York, N. Y.  
Program: Jack Sterling Show  
Department: Johnny on the Spot, p. 22

## JULY

Sponsor: Revere Racing Association  
Station: WLAW, Lawrence, Mass.  
Program: Wonderland Sports and News Reviews  
Department: Airing the New, p. 19

Sponsor: Hollywood Turf Club  
Station: KNX, Los Angeles, Cal.  
Program: Spots  
Department: Johnny on the Spot, p. 29



### RAILROADS

## OCTOBER

Sponsor: Boston & Maine Railroad  
Station: WEEI, Boston, Mass.  
Program: Uncle Elmer's Song Circle and Jean Wilkins Organ Recital  
Department: Special Article, p. 7

### RECORDING COMPANIES

## FEBRUARY

Sponsor: RCA-Victor and Mercury Records  
Station: WBT, Charlotte, N. C.  
Program: Midnight Dancing Party  
Department: Proof of the Pudding, p. 27

DECEMBER, 1949

## MAY

Sponsor: RCA-Victor  
Station: WQXR, New York, N. Y.  
Program: The Showcase  
Department: Proof of the Pudding, p. 19

## AUGUST

Sponsor: Porter's Music Store  
Station: WIMA, Lima, Ohio  
Program: Porter's Saturday Matinee  
Department: Special Article, p. 6



### REFINERIES

## MARCH

Sponsor: Phillips Petroleum  
Station: WCCO, Minneapolis, Minn.  
Program: Phillips Talent Parade  
Department: Contests, p. 25

## APRIL

Sponsor: Sinclair Refining Co.  
Station: WGN, Chicago, Ill.  
Program: This Is the Story  
Department: Special Article, p. 26

## MAY

Sponsor: Shell Oil Co.  
Station: WMT, Cedar Rapids, Iowa  
Program: Vacation Contest  
Department: Contests, p. 27

## JUNE

Sponsor: Shell Oil Co.  
Station: WTOP, Washington, D. C.  
Program: City Desk  
Department: Showmanship in Action, p. 25

## SEPTEMBER

Sponsor: Craig Oil Co.  
Station: KNX, Los Angeles, Cal.  
Program: Housewives Protective League and Sunrise Salute  
Department: Proof of the Pudding, p. 23

### SCHOOLS AND COLLEGES

## JUNE

Sponsor: Patricia Stevens Modelling School  
Station: WFIL, Philadelphia, Pa.  
Program: Dear Joe  
Department: Airing the New, p. 20

## JULY

Sponsor: Boston University  
Station: WBMS, Boston, Mass.  
Program: Choosing a College Education  
Department: Airing the New, p. 18

## SEPTEMBER

Sponsor: Angelo Benedetti Shoe Store  
Station: WHAV, Haverhill, Mass.  
Program: Ten-minute Musical Unit and Spots  
Department: Special Article, p. 9

### SHOES

## SOAP COMPANIES

### JULY

Sponsor: Canada—Colgate-Palmolive Peet Co.;  
United States—Cooperative  
Station: CBC and MBS  
Program: Bert Pearl and His Happy Gang  
Department: Special Article, p. 12

Sponsor: Lever Brothers Co.—Surf  
Station: KNX, Los Angeles, Cal.  
Program: Housewives Protective League—Sunrise  
Salute—segment  
Department: Johnny on the Spot, p. 29

### AUGUST

Sponsor: Iowa Soap Co.  
Station: WMAQ, Chicago, Ill.  
Program: Spots  
Department: Johnny on the Spot, p. 23

Sponsor: Lever Brothers Co.—Lifebuoy Soap  
Station: WMAQ, Chicago, Ill.  
Program: Spots  
Department: Johnny on the Spot, p. 23

Sponsor: Colgate-Palmolive Peet Co.  
Station: KNX, Los Angeles, Cal.  
Program: Spot  
Department: Proof of the Pudding, p. 29

## SPECIALTY SHOPS

### SEPTEMBER

Sponsor: Grad's Specialty Shop, Inc.  
Station: WHAV, Haverhill, Mass.  
Program: Spot Campaign  
Department: Special Article, p. 5

## SPORTING GOODS

### SEPTEMBER

Sponsor: Earl Deney's Sport Center and Others  
Station: WISN, Milwaukee, Wis.  
Program: Sportingly Yours  
Department: Contest, p. 25

## STATION PROMOTION

### FEBRUARY

Sponsor: WTAR-American Association of University Women  
Station: WTAR, Norfolk, Va.  
Program: Magic in Musiland  
Department: Special Article, p. 2

### MARCH

Sponsor: WJEF, Grand Rapids, Mich.  
Program: What's New  
Department: Special Article, p. 14

Sponsor: KOA, Denver, Colo.  
Program: The Nickel Saver  
Department: Airing the New, p. 20

Sponsor: KMOX, St. Louis, Mo.  
Program: Lee Adams Show  
Department: Airing the New, p. 20

### APRIL

Sponsor: WFBR, Baltimore, Md.  
Program: Morning in Maryland  
Department: Special Article, p. 9

Sponsor: WCKY, Cincinnati, Ohio  
Program: Make Believe Ballroom  
Department: Showmanship in Action, p. 23

### MAY

Sponsor: American Broadcasting Co.  
Program: Child's World  
Department: Special Article, p. 4

Sponsor: KPRO, KPRO-FM, Riverside, Cal.  
Program: 1440 Club  
Department: Special Article, p. 12

### JUNE

Sponsor: WGKV, Charleston, W. Va.  
Program: WGKV Kilowatt Kuties  
Department: Special Article, p. 6

Sponsor: WPGA, Chester, Pa.  
Program: Cancer Drive  
Department: Special Article, p. 14

Sponsor: KGVO, Missoula, Mont.  
Program: Club Calendar  
Department: Special Article, p. 15

Sponsor: WEBR, Buffalo, N. Y.  
Program: T. N. T. Show  
Department: Showmanship in Action, p. 26

### JULY

Sponsor: WFBR, Baltimore, Md.  
Program: Morning in Maryland  
Department: Special Article, p. 4

Sponsor: Mutual Broadcasting System  
Program: Poole's Paradise  
Department: Special Article, p. 10

Sponsor: KYW, Philadelphia, Pa.  
Program: Spot Campaign  
Department: Special Article, p. 15

Sponsor: WMGM, New York, N. Y.  
Program: WMGM Sports Shows  
Department: Showmanship in Action, p. 24

Sponsor: KLZ, Denver, Colo.  
Program: Colorado Speaks  
Department: Proof of the Pudding, p. 27

### AUGUST

Sponsor: WFIL, Philadelphia, Pa.  
Program: Spots  
Department: Showmanship in Action, p. 27

Sponsor: WNEW, New York, N. Y.  
Program: Spots  
Department: Special Article, p. 32

### SEPTEMBER

Sponsor: WDSU, New Orleans, La.  
Program: Dick Bruce Show  
Department: Showmanship in Action, p. 20

### OCTOBER

Sponsor: WPAM, Pottsville, Pa.  
Program: Tone Portraits  
Department: Special Article, p. 7

Sponsor: KRNT, Des Moines, Iowa  
Program: Betty Wells Christmas for the Needy Project  
Department: Special Article, p. 12

Sponsor: WPAY, Portsmouth, Ohio  
Program: Santa Claus Letter Box  
Department: Special Article, p. 15

### NOVEMBER

Sponsor: WHHM, Memphis, Tenn.  
Program: 1340 Club  
Department: Special Article, p. 8

## STATIONERY

### SEPTEMBER

Sponsor: Celco Corp.  
Station: KOIN, KGW, KXO, Los Angeles, Cal.  
Program: News and Spots  
Department: Johnny on the Spot, p. 27

## TRAVEL

### SEPTEMBER

Sponsor: The Region of Sicily in Palermo, Italy  
Station: WQXR, New York, N. Y.  
Program: Spots  
Department: Johnny on the Spot, p. 27



*Radio Showmanship's*

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*IN NEXT MONTH'S ISSUE—*

- WHAT DO TEEN-AGERS WANT TO HEAR?
- ZANY DEEJAY SPEAKS HIS PIECE
- LOCAL ADVERTISING PROBLEMS

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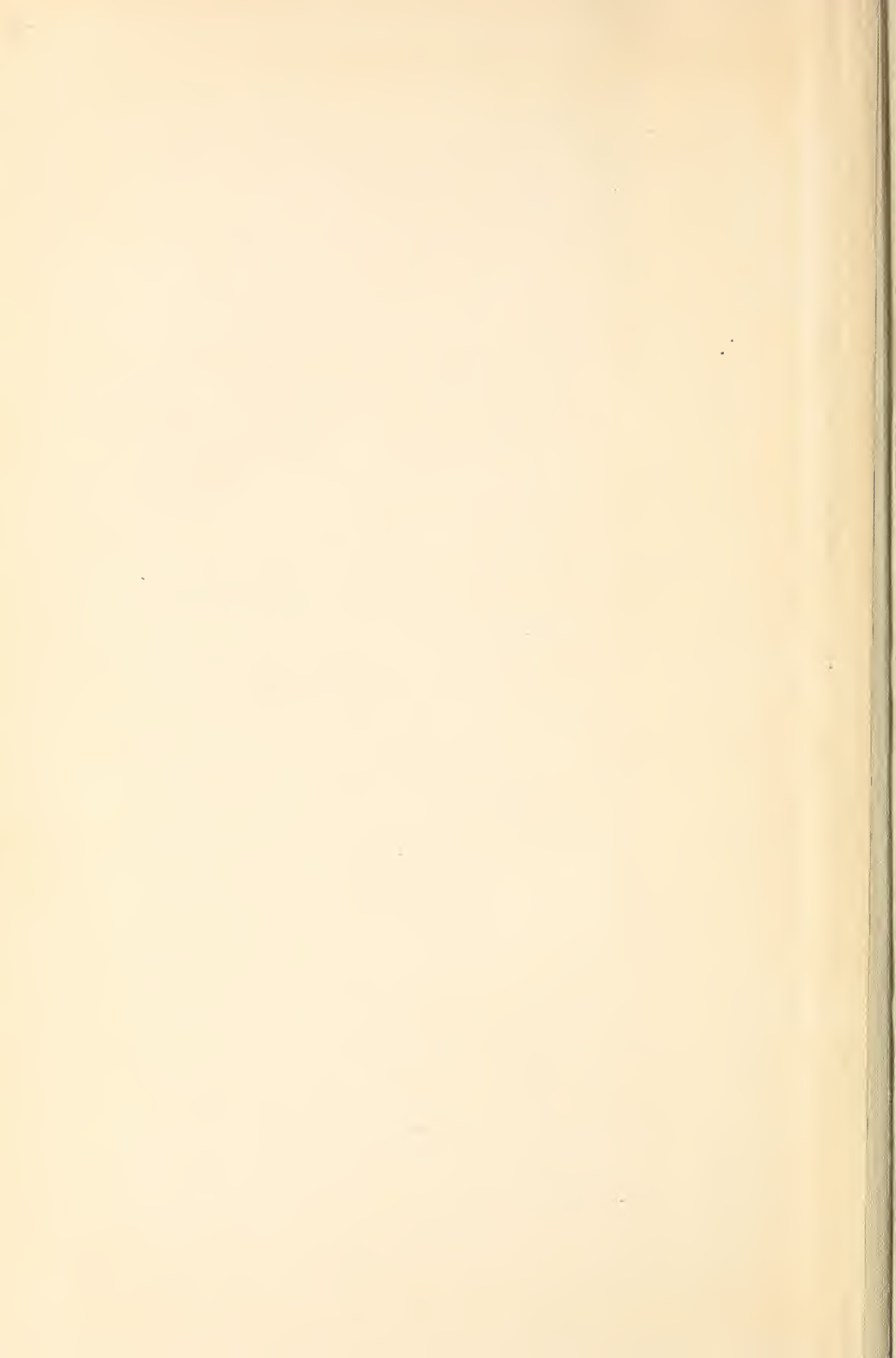
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